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Survey of voters and non-voters in the 2023 provincial election

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Prepared for: Elections Manitoba

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Table of Contents

- 1.0 Introduction..... 1**
 - 1.1 Voter turnout across time..... 1
 - 1.2 Methodology..... 2

- 2.0 Characteristics of voters/non-voters 4**
 - 2.1 Demographic characteristics..... 4
 - 2.2 Voting behaviour in other elections 6

- 3.0 Reason for voting / not voting..... 10**
 - 3.1 Reasons for voting..... 10
 - 3.2 Experience voting..... 11
 - 3.3 Reasons for not voting..... 12
 - 3.4 Timing of decision to vote/not vote 16
 - 3.5 Follow the 2023 election..... 17

- 4.0 Motivators to vote or not vote 18**
 - 4.1 Importance of voting 18
 - 4.2 Attitudes that might influence the decision to vote or not 21
 - 4.3 Roles of Elections Manitoba 25
 - 4.4 Encourage non-voters to vote 27

- 5.0 Age of non-voters 32**
 - 5.1 Past voting behaviour by age 32
 - 5.2 Age and attitudes to not voting 32

- 6.0 Types of non-voters 37**
 - 6.1 Profile of non-voters 38
 - 6.2 Attitudes toward voting..... 40

- 7.0 Conclusion..... 43**
 - 7.1 Profile of non-voters 43
 - 7.2 The idea of voting 44
 - 7.3 Reasons for not voting..... 45
 - 7.4 Methodology..... 46

Appendix A – 2023 Questionnaire
Appendix B – Comparison over time



Executive Summary

Elections Manitoba engaged PRA Inc. to conduct a study of voter turnout in the October 2023 provincial election. PRA conducted a survey of two groups of Manitobans: those who voted and those who did not vote in the 2023 provincial election.

PRA conducted similar surveys for Elections Manitoba following the 2019, 2016, 2011, 2007, and 2003 provincial elections, and these previous questionnaires were the basis for the instrument used in 2023. This study involved a random sample survey of eligible adult Manitobans who voted (n=401) and those who did not vote (n=400) in the 2023 provincial election. A random sample of telephone numbers was provided by Elections Manitoba.

The results of the current survey are very similar to those post-election surveys previously conducted.

Characteristics of voters and non-voters

Voters and non-voters shared many characteristics. However, compared to voters, non-voters tended to be younger. They were also more likely than voters to come from households where other members also did not vote.

Non-voters tended to fall into two groups: persistent non-voters and irregular non-voters. Persistent non-voters are those who not only did not vote in the 2023 provincial election, but also did not vote in the 2022 municipal elections, the 2021 federal election, or the 2019 provincial election. About 3 in 10 non-voters were in this category. Irregular non-voters (accounting for 7 in 10 non-voters) did not vote in the 2023 provincial election but voted in at least one of the three recent elections. As demonstrated by past behaviour, most non-voters were irregular voters. Indeed, future plans reflect this as well. About 3 in 4 of all non-voters reported being very or somewhat likely to vote in the next provincial election, although only about half stated they would be very likely to do so.

If we consider all eligible electors, about 1 in 7 were persistent non-voters; that is, those who simply do not vote. The proportion is down slightly from 2019 when 1 in 6 were classified as persistent and the proportion has fluctuated from survey to survey. This demonstrates that the term “persistent non-voter” is misleading; although this group is the least likely to vote and see value in voting, membership is not necessarily permanent and some will vote if the circumstances encourage them to do so. Indeed, many younger non-voters indicated that they will vote in the future; however, they will be replaced (at least for a period of time) by new young non-voters.

Voters in the 2023 provincial election tended to be consistent in their behaviour. About 3 in 4 respondents who voted in the 2023 provincial election voted in all three recent elections as well. Almost all voters (99%) reported that they are very likely to vote in the next provincial election.

Both voters and non-voters came from households containing other eligible voters. Among non-voters, only about 1 in 4 reported that all other eligible members of their household voted. This compares with almost 9 in 10 voters. This suggests that the attitudes of one or several members of the household will influence the behaviour of other household members. For example, one member of a household who values voting may influence others in the household to vote and, conversely, the non-voting behaviour of one may reinforce the attitudes of other non-voters in the household.

Reasons for voting/not voting

Voters independently provided two broad reasons for voting: the importance of the act of voting itself and the outcome of the voting process. The most common reasons for voting, as given by respondents, were philosophical; that is, they relate to the perceived importance of voting itself. Some respondents suggested that voting is a person's duty or responsibility (22%), while others said that it is a "right" or "privilege" that if not used will mean the end of democracy (23%). Many others said that voting is a way of effecting change or getting a desired outcome. They vote to support or oppose a candidate or party (16%), to pick the government (17%), or as a way of bringing about change (12%). They want to have a voice or say in the election (18%), or they said that the act of voting gives them the "right" to complain about the government (11%).

The reasons provided by non-voters for not casting a ballot in 2023 fall into three broad categories:

- *Distraction*, that is, reasons that suggest that they intended to vote but were too busy (18%), out of town (13%), ill (11%), or simply forgot (5%).
- *Disassociation*, that is, reasons that suggest that they did not intend to vote because they did not trust the candidates or did not like the choices (15%), were not interested and therefore could not be bothered (7%), were not well informed (7%), or said they did not know who to vote for (4%). They felt their vote did not count (4%) or that the outcome of the election was already determined (3%).
- *Displacement*, that is, reasons that suggest that they wanted to vote but technical or administrative issues stopped them, including that they were not on the voters list or did not have the necessary identification (8%), voting locations were too far away (2%), they did not know where or when to vote (2%), or voting locations closed too early (1%).

We asked non-voters to rate the importance of eight reasons in their decision not to vote. The reasons most rated as very important were *they were too busy* (26%); *they did not know enough about the parties, policies or candidates* (25%); *out of town* (21%); *their vote did not matter* (20%); or *it was too difficult to make a choice among the parties or candidate running in the election* (19%). For just over 1 non-voter in 4, none of the eight reasons presented was very important in their decision.

Many non-voters need to be motivated to vote. While 3 in 4 of those who voted in the 2023 election decided to do so the day the election was called, only about 1 non-voter in 5 knew that same day they were not going to vote. This suggests that the majority of non-voters considered voting, but as the election progressed, they decided not to. Although many made the decision sometime after the election was called, almost 3 in 10 non-voters decided not to vote only on the day of the election.

As noted above, many did not vote because they felt they were not knowledgeable enough to do so. This results partly from the fact that non-voters were less likely than voters to have followed the 2023 provincial election closely. Indeed, almost half of non-voters reported that they did not follow the election closely. This compares with 9 in 10 voters who reported the opposite (i.e., they followed the election at least somewhat closely).

Motivators to vote or not vote

Regardless of whether they voted in the 2023 provincial election, most respondents reported that it is important to vote. While over 9 in 10 voters said it is very important or essential to vote, 7 in 10 non-voters stated the same thing. Just 1 in 10 non-voters explicitly stated that it is not important that people vote.

The reasons non-voters gave for why it is important for people to vote are similar to the reasons provided by voters as to why they cast a ballot in the 2023 election: voting affects outcomes and the act of voting is important. Whether voter or non-voter, about 3 in 10 respondents said that voting gives an individual a voice or a say in how things are done, and similarly, 1 in 4 non-voters and 1 in 5 voters said it is about choosing a government and that government decisions affect everyone. Whether from a voter or a non-voter, other commonly mentioned reasons to vote include: it allows the majority's voice to be heard; to support or oppose a party or candidate; and it is the only way to make a difference. Voters and non-voters are as likely to cite philosophical reasons for voting. For example, voters (23%) and non-voters (14%) both said it is important that people vote because it is a right that must be exercised to protect democracy.

When asked directly, non-voters are less likely to agree that *voting is every Manitoban's duty as a good citizen*. Still, over half (56%) of non-voters agreed strongly with this statement (compared to almost 9 in 10 respondents who voted). Other factors played a role in the decision to not vote. Non-voters (39%) were slightly more likely than voters (27%) to agree strongly that *when people do not vote, it indicates that the system is not working*. Non-voters (21%) were more likely to strongly agree than voters (6%) that their *vote doesn't really matter in a provincial election*. Further, non-voters were slightly more likely than voters to strongly agree that *generally, the outcome of provincial elections has no direct effect on them* (14% non-voters, 8% voters).

Most respondents said that voting is something that needs to be encouraged, although voters were more likely than non-voters to strongly agree. Among voters, parents were central to this, with about 9 in 10 voters agreeing strongly that *parents should instill in their children the importance of voting*. Far fewer non-voters, though still a majority (over 6 in 10), also strongly agreed. A majority of both voters (69%) and non-voters (57%) also strongly agreed that *schools should be doing more to educate children on the benefits of voting and political participation*.

Elections Manitoba

The vast majority of voters reported that Elections Manitoba ran the provincial election fairly, including 3 in 4 who said it was very fairly run. Few said it was unfairly run (2%). Since they did not vote, many non-voters reported they did not know (29%), but those who had an opinion reported that Elections Manitoba ran the election fairly, including 1 in 3 who said it was very fairly run. Few said that it was unfairly run (8%).

The vast majority of respondents, whether voters or non-voters, supported Elections Manitoba's efforts to encourage Manitobans to vote by explaining why their vote matters, why voting is important, and what the consequences are if people do not vote. Over 8 in 10 non-voters at least somewhat supported such an initiative, including over half who strongly supported it. This compares with almost all voters (97%), including over 8 in 10 who strongly supported such an initiative. Over the past 20 years, among both voters and non-voters, the proportion of respondents strongly supporting Elections Manitoba's efforts to encourage voting has been increasing. Among voters, the proportion increased from 53% in 2003 to 82% in 2023. Among non-voters, the proportion strongly agreeing has increased over the same period from 38% to 56%.

Encouraging voting

As noted above, most non-voters recognized that voting is important. When asked to identify what might have encouraged them to vote in the 2023 provincial election, non-voters commonly did not suggest a simple fix. It would involve changing the way non-voters viewed candidates and parties; in other words, they would have to overcome those issues that caused them to be disassociated from the process in the first place. About 1 in 8 respondents said that they would have been encouraged to vote if they had greater trust or confidence in the candidates, while others stated that they would have been more likely to vote if the parties/leaders were stronger/better (4%), if issues were important (3%), or if they felt the outcome was not predetermined (3%). Others suggested that they would have been encouraged to vote if: the election had been held on a more convenient day (8%); the voting location had been more easily accessible (5%); if they had not misunderstood the voting procedures or requirements (5%); or if there were alternative ways to vote (e.g., Internet – 4%). However, 4 in 10 either explicitly stated that there was nothing that would have encouraged them to vote (8%) or could think of nothing that would have (33%).

According to these non-voters, making it more convenient to cast their ballot would encourage them to vote. Most non-voters (61%) would be more or much more likely to vote if they could do so online. Similarly, a majority of voters (57%) would be at least somewhat likely to use online voting if it was available for the next provincial election. When asked, voters (71%) were more likely to name a concern with online voting than non-voters (55%). The most common concern, independently mentioned by both voters (42%) and non-voters (36%) alike, was the integrity of the vote (e.g., security, fraud).

Voter experience

Voters were split with just over half voting on Election Day (54%), while most others used advance voting options (43%). A few used other methods (2%). Most strongly agreed that they knew what ID they needed (95%) and that they had privacy when voting (96%).

Conclusion

This research reinforces what we found in previous surveys: most non-voters in Manitoba think that it is less important that they personally vote, though they think that it is very important for people in general to do so.

Compared with the previous provincial elections, there was a dramatic drop in the voter turnout in 2003 and the turnout has not increased significantly in the following two decades. In past research, we postulated that the turnout should rebound, depending on the circumstances, and this indeed appeared to be the case in the 2015 federal election. However, provincially, the turnout over the last five elections has ranged from 54% to 57%, with 2023 recording the same turnout as 2019 (55%).

There are several concerns about the composition of the non-voter group in general. As mentioned above, a large proportion of the non-voter group is made up of young adults. Other research suggests that it is quite normal for young adults to be disproportionately represented in the non-voter segment. As people age, they take on greater responsibilities and are affected more directly by government policies; they become more engaged in the political process and are more likely to vote. However, it has also been suggested that a lack of engagement in the electoral process at an early age can lead to a lifetime of not voting. Not voting in one election reinforces the decision not to vote in the next. The worry is that the growing number of young adults not voting will result in more of these young adults remaining non-voters throughout their life.

As this research shows, the vast majority of Manitobans are predisposed to vote, but for many it was not a priority. Most believe (regardless of whether they voted or not in 2023) that it is very important, or even essential, that people vote. Most also agree that it is the duty of good citizens to vote. If asked, most non-voting respondents would likely say that they are good citizens. Although they did not get around to voting, many probably believe their non-voting was an anomaly; in other words, they consider their intention to vote almost as good as the act of voting itself. Likely, from their perspective, the outcomes of elections help reinforce their decisions, as the results would not have changed if they had voted. While voter turnout has not increased in the last two decades, neither has it decreased, suggesting that for now the mixture of regular voters, irregular non-voters, and persistent non-voters is stable.

Future surveys

Engaging non-voters in a survey about voting remains a challenge, but the change in methodology helped us find non-voters more easily. We would recommend this methodology be continued in the future with Elections Manitoba providing two samples: a list of phone numbers known to be associated with people who did not vote and a list of those who did.

1.0 Introduction

Elections Manitoba engaged PRA Inc. to conduct a study of those who voted and those who did not vote in the October 2023 provincial election. PRA conducted a random sample survey of these two groups of Manitobans.

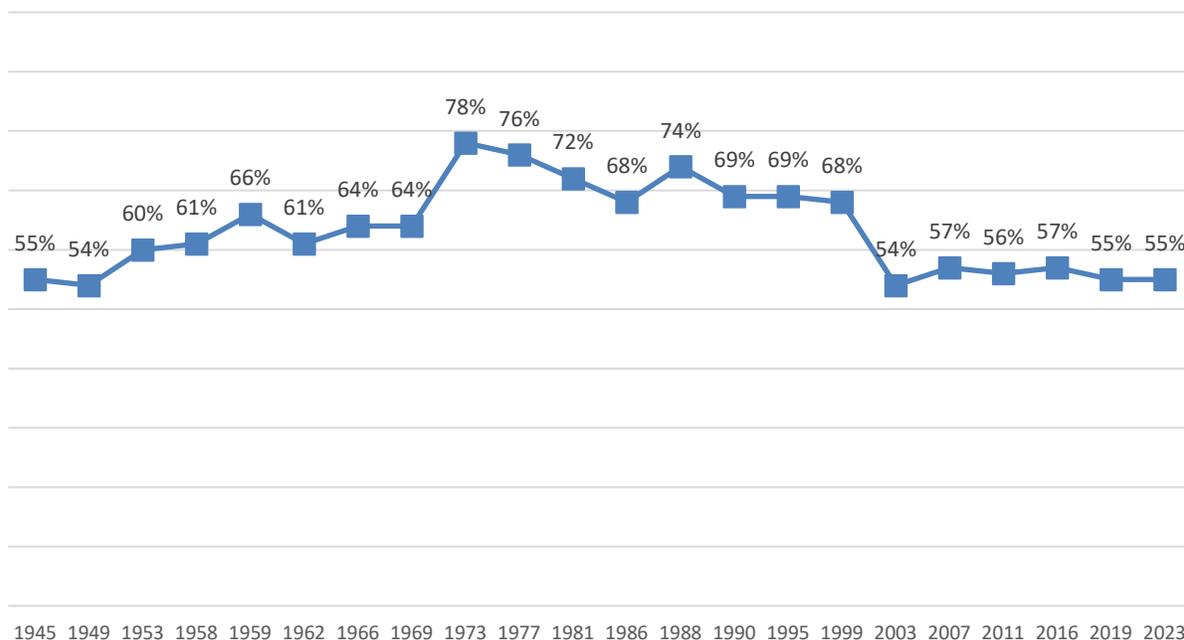
The purpose of this research is to understand the reasons people chose to vote or not to vote, any barriers that might have prevented Manitobans from voting, and changes that might encourage non-voters to participate.

1.1 Voter turnout across time

Before the 2000s, voter turnout for Manitoba provincial elections had been above 60% since the late 1950s. At 55%,¹ the turnout for the 2023 provincial election is comparable to turnout since 2003, and exactly the same as in 2019.

Turnout remains significantly lower than that of the 1999 provincial election (68%). Indeed, the turnouts in the last six provincial elections are reminiscent of those in the 1940s, when turnout was last under 60%.

Manitoba voter turnout in provincial elections: 1945-2023



¹ <https://results.electionsmanitoba.ca/election-map/en>

1.2 Methodology

In addition to the current survey following the 2023 provincial election, PRA has conducted surveys for Elections Manitoba with voters and non-voters after each of the last five elections (2003, 2007, 2011, 2016, and 2019). The questionnaire used in 2023 is similar to those used following the last five elections, with some deletions and minor changes to wording. The final version of the 2023 questionnaire can be found in Appendix A.

Respondents were selected randomly from a list of households with voters or non-voters provided by Elections Manitoba. Among those identified as voters, we simply explained the purpose of our call and they could self-identify as a voter or non-voter.² Among those households identified as including a non-voter, we purposely asked to speak to anyone in the household who had not voted in the 2023 provincial election.

Previously, we used random digit dialling to produce a random sample. Over time it was becoming nearly impossible to achieve our goal of 400 voters and 400 non-voters, as non-voters were much more difficult to find. People are hesitant to admit that they did not vote, and non-voters were generally less interested in participating in any survey on voting.³ Even with a list provided, fielding the non-voter survey took much longer as respondents denied (or were unaware) the existence of non-voters in their household or were not interested in participating.

Table 1 provides more details about the methodology.

Table 1: Summary of methodology

Methodology	Key information
Voters	
Pretest dates	January 8, 2024
Survey dates	January 8 to January 26, 2024
Sample size	n=401
Interviewing method	Telephone, online
Sample selection	From a list of household contacting voters randomly selected and supplied by Elections Manitoba.
Approximate error rate (theoretical)	± 5.0%, 19 times out of 20
Non-voters	
Pretest dates	January 9, 2024
Survey dates	January 9 to March 1, 2024
Sample size	n=400
Interviewing method	Telephone, online
Sample selection	From a list of households containing non-voters randomly selected and supplied by Elections Manitoba.
Approximate error rate (theoretical)	± 5.0%, 19 times out of 20

² Indeed, five non-voters come from the voters list.

³ For example, eligible individuals who did not vote in the 2019 election should be relatively common since they make up more than 45% of the electorate population. A random of 400 respondents should yield approximately 220 voters and 180 non-voters. However, when we conducted this survey in 2019, of the first 401 random surveys completed, 357 were with voters (89%) and only 44 were with non-voters (11%).

Weighting the data

Normally, we would weight the data to more closely conform to the known demographics of the population. In this case, however, other than age, we do not know the characteristics of voters or non-voters and therefore could not confidently weight the data. That said, the data from the two subgroups are used primarily for comparison purposes to understand the difference between these two subpopulations.

Previous research

As mentioned, a similar survey was conducted following the 2003, 2007, 2011, 2016, and 2019 provincial elections. For the most part, the findings in these five surveys and the current one are similar. Throughout this report, we make comparisons over time.

Statistically significant differences

Large sample sizes may inflate measures of statistical significance and may lead to false conclusions about the strength of association. The chi-square measure of association, in particular, is susceptible to this possibility. Therefore, the standards for designating whether a relationship can be termed *statistically significant* have been increased: the Pearson's chi-square must have probability of a type 1 error of .001 or less.

2.0 Characteristics of voters/non-voters

In this section, we review the characteristics of voters and non-voters. Neither voters nor non-voters are uniform groups.

2.1 Demographic characteristics

Based on the initial sample of the approximately 14,330 voters and 28,500 non-voters, voters tend to be older and non-voters younger.⁴

Non-voters are slightly more likely to live outside Winnipeg than voters. Non-voters are more likely to be under 50 (56%) compared to voters (34%).

Table 2: Individual characteristics of voters and non-voters: Sample

	Non-voters (n=28,500)	Voters (n=14,330)
Age		
18 to 29	17%	8%
30 to 49	39%	26%
50 to 64	24%	28%
65 and over	21%	38%
Average	48 years	56 years
Location		
Winnipeg	50%	53%
Outside Winnipeg	50%	47%

Table 3 (next page) presents a demographic profile of individual voters and non-voters based on respondents. These two groups share many similarities. For example, there is no statistical difference among voters and non-voters in terms of gender, education, or place of birth.

However, there are some differences in the two populations.

- Non-voters tend to be younger than voters. In our sample, voters tend to be older (38% are over 65 years of age) than non-voters (21% are over 60 years of age). The average non-voter is 47 years of age compared to an average age of 56 for voters.
- Non-voters are more likely than voters to access to the Internet.

While suggestive, these differences are not statistically significant.

- Non-voters tend to have less education than voters. This could partly be because non-voters are younger.
- It appears that non-voters are slightly more likely than voters to self-identify as an Indigenous person.
- Non-voters are slightly more likely than voters to self-identify as a visible minority.

⁴ While this is a random sample by Electoral Division (ED), each of the 57 EDs had the same number of voters and non-voters chosen. It is possible that we may slightly over or under-represent a group as a result.

Table 3: Individual characteristics of voters and non-voters

	Non-voters (n=400)	Voters (n=401)
Age*		
18 to 29	24%	13%
30 to 39	32%	20%
40 to 64	24%	29%
65 and over	21%	38%
Average	47 years	56 years
Location		
Winnipeg	53%	57%
Non-Winnipeg	47%	43%
Gender		
Female	50%	55%
Male	49%	44%
Non-binary	1%	1%
Education		
Less than high school	12%	9%
High school grad	26%	19%
Some post-secondary	16%	16%
College/university grad	46%	56%
Visible minority		
Yes	21%	14%
No	79%	86%
Indigenous		
Yes	14%	8%
No	86%	92%
Live in Manitoba		
All their life	62%	67%
Most of their life	9%	10%
Some of their life	30%	23%
Place of birth		
In Canada	82%	88%
Outside Canada	18%	12%
Internet access*		
From home	92%	93%
From work	65%	49%
No access	7%	6%

Note: Percentages exclude those who did not know or did not give a response. Columns may not sum to 100% due to rounding.

*Statistically significant difference between groups (chi-square p=.000).

Table 4 shows the household characteristics of voters and non-voters. While suggestive, none of these differences are statistically significant.

Table 4: Household characteristics of voters and non-voters

	Non-voters (n=400)	Voters (n=401)
Household income		
Under \$50,000	31%	22%
\$50,000 to \$75,000	21%	20%
\$75,000 to \$100,000	17%	23%
\$100,000 or more	31%	35%
Number of members in household		
One member	20%	14%
Two members	32%	51%
Three or more	48%	35%
Average number	2.9	2.5
Children under 18 in household		
Yes	30%	21%
No	70%	79%
Others eligible to vote		
Yes	54%	60%
No	46%	40%

Note: Percentages exclude those who did not know or did not give a response. Columns may not sum to 100% due to rounding.

2.2 Voting behaviour in other elections

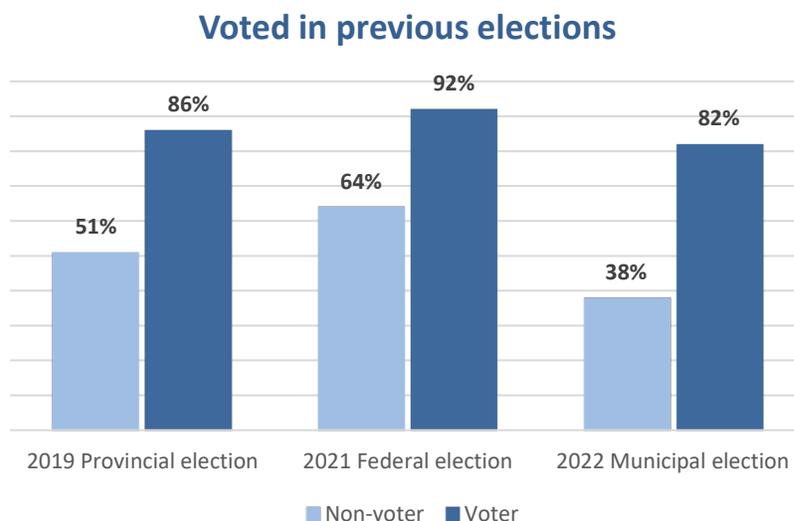
We asked both voters and non-voters about their past voting behaviour and future voting intentions.

Voting in past elections

We asked respondents about their past voting behaviour, specifically whether they voted in three other recent elections:

- the provincial election in September 2019
- the federal election in September 2021
- the municipal election in the October 2022

Respondents who voted in the 2023 provincial election are consistent in their voting, with almost all having reported that they voted in each of these earlier



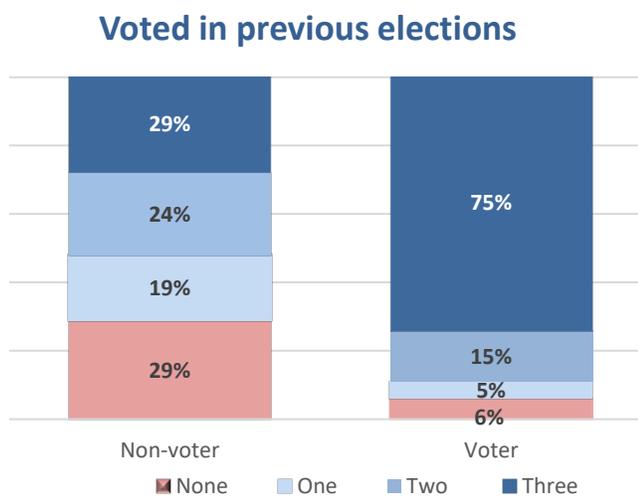
elections.⁵ Conversely, those who did not vote in the latest provincial election are less likely to vote, but many are inconsistent in not voting.

As shown in the figure opposite, of those who voted in the 2023 provincial election, over 8 voters in 10 reported voting in each of these three recent elections. Voting in the 2021 federal election was the most common with 92% reporting that they voted.

Current non-voters are less consistent in their past behaviour. About half or less of non-voters reported voting in the last provincial or municipal election, while over 60% reported voting in the last federal election.

Those who claim to have voted most recently are consistent in their behaviour, claiming to have voted in all previous elections.⁶ Those who reported voting in the 2023 provincial election appear to be predisposed to vote in any election. About 3 voters in 4 also voted in each of the three earlier elections. However, even among these voters, a few missed voting in at least one of these elections (in some cases because they were not yet eligible).

- As previously stated, non-voters tend to be less consistent than their voting counterparts. Among non-voters, about 3 in 10 reported voting in all three previous elections, suggesting that circumstances may have prevented their participation in the 2023 provincial election.
- About 4 in 10 had voted in one or two of the past three elections, suggesting that circumstances or the type of election may have encouraged or discouraged them from voting.
- Almost 3 in 10 (29%) current non-voters reported voting in none of these previous elections, which suggests that they are not engaged by the process at all.



Generally, these results are similar to those of previous surveys and suggest that non-voters are not a uniform block, and that membership in the non-voter group fluctuates from election to election. Indeed, among those who did not vote in the 2023 provincial election, about 7 in 10 might be considered irregular voters, that is, individuals who vote irregularly, likely for personal reasons or because of the circumstances of the election. Almost 3 in 10 might be considered persistent non-voters; these individuals have not voted in any of the four most recent elections.

⁵ This pattern is similar to the findings for the 2019, 2016, 2011, 2007, and 2003 elections, when considering the three elections prior to the provincial election in these years.

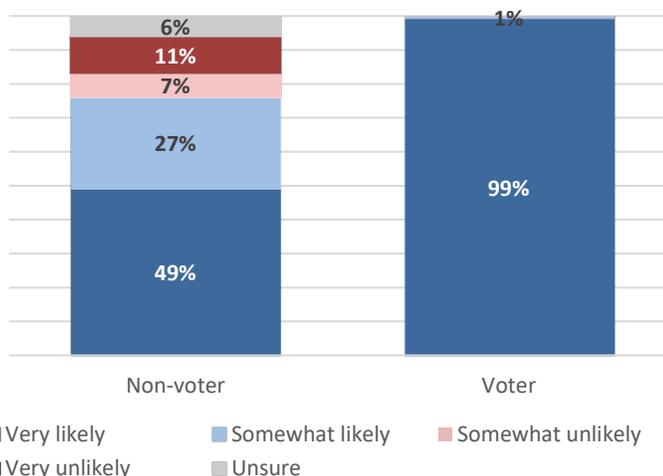
⁶ Differences between voters and non-voters are statistically significant (chi-square probability=.000).

Voting in future elections

Non-voters are not only less likely to have voted in past elections, but they are also less likely to see themselves voting in the future. But again, non-voters are not uniform in their behaviour. Those who did not vote in the 2023 provincial election are split among three types:

- **Future voters.** Almost half reported that they are very likely to vote in the next provincial election (that is, they intend to do so).
- **Possible voters.** Almost 3 in 10 (27%) are somewhat likely to vote (that is, they will vote depending on a number of factors and circumstances).
- **Future non-voters.** One in 5 (18%) are either very or somewhat unlikely to vote, that is, they have no real desire or motivation to vote. In fact, this group might even be larger, as another 6% said they do not know, suggesting that voting is not a priority for them.

Likelihood of voting in next provincial election



Current voters are persistent. Almost all (99%) voters said that they are very likely to vote in the next provincial election.⁷

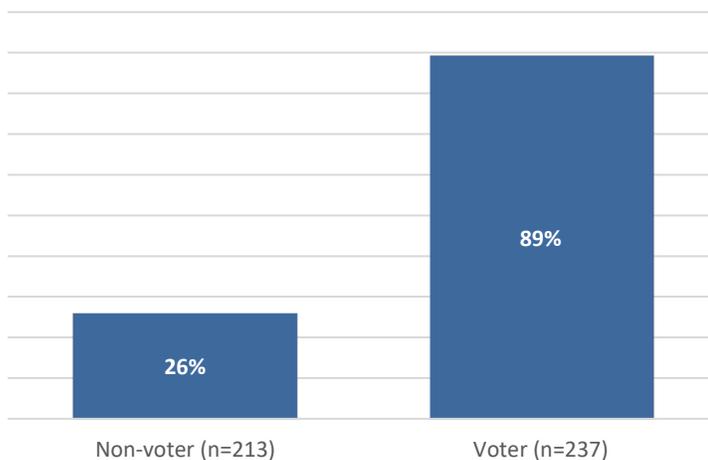
⁷ The questions read: *Are there other people in your household who were eligible to vote in the October 2023 provincial election? As far as you know, did all those eligible in your household vote in the October 2023 election?* Results between voters and non-voters are statistically significant (chi-square p=.000).

Others in the household vote

The voting behaviour of other household members appears to reflect that of the individuals surveyed. Voters tend to come from voting households. Non-voters tend to come from non-voting households. Not voting is not only an individual behaviour; it may also be a family practice.⁸ In fact, while both non-voters (54%) and voters (60%) are similar in having at least one other person eligible to vote in the 2023 provincial election living in their households, there is a significant difference in the behaviour of these household members, as shown in opposite:

- Among non-voters who reported another eligible voter in their households, about 1 in 4 reported that all other eligible members of their household voted.
- Among voters who reported other eligible voters in their households, almost 9 in 10 reported that all of them voted in the 2023 provincial election.

All eligible voters in household voted



These findings are very similar to those in past surveys.

⁸ The questions read: *Are there other people in your household who were eligible to vote in the October 2023 provincial election? As far as you know, did all those eligible in your household vote in the October 2023 election?* Results between voters and non-voters are statistically significant (chi-square p=.000).

3.0 Reason for voting / not voting

In this section, we examine the decision to vote or not to vote. We find that people have many different reasons for not voting, the most common being that they often do not know who to vote for, do not consider their vote important, or consider other activities to be more important. Among those who do vote, it is because of the importance of the act.

3.1 Reasons for voting

We asked individuals who reported that they voted in the 2023 provincial election why they voted.⁹ These unaided responses were categorized as shown in Table 5, but can be grouped into two broad themes:

- **The importance of the act of voting.** The most common reasons for voting, as given by respondents, are philosophical; that is, they relate to the perceived importance of voting. Respondents suggested that voting is a “right” or “privilege” (23%); that it is a person’s duty or responsibility (22%) to vote; and/or that it is “important” and people should vote (18%).
- **The outcome of voting.** Others said that voting is a way of effecting change or getting a desired outcome. Some suggested that they vote to have a voice or say in how things are done (18%). Others voted to pick the government (17%), support a candidate or party (16%), and make a change (12%). Some also mentioned that the act of voting gives them the “right” to complain about the government, a right they feel does not extend to non-voters (11%).

These findings are very similar to the reasons provided by voters surveyed after past elections.

Table 5: Reasons for voting in last provincial election

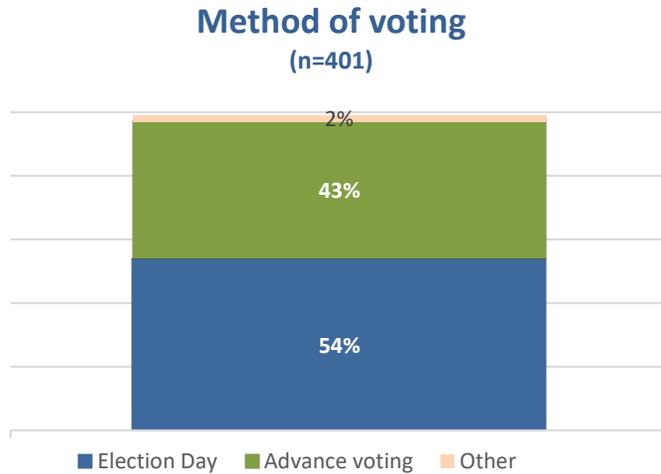
Reason	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Importance of the act of voting						
Exercise right/privilege/because I can	23%	25%	24%	23%	20%	24%
Duty/you have to vote/responsibility	22%	30%	26%	29%	24%	23%
Voting is important/I wanted to vote/people should vote	18%	14%	9%	10%	7%	7%
Outcome of the process						
To have a voice/a say in how things are done	18%	12%	11%	11%	11%	14%
Picking government/government decisions affect everyone	17%	4%	9%	9%	9%	1%
To support/oppose a candidate/party	16%	12%	13%	11%	11%	19%
Only way to change things/only way to make a difference	12%	8%	7%	7%	7%	9%
No right to complain if we don't vote	11%	6%	10%	10%	10%	14%
To let the majority's voice be heard/find out what Manitobans want	3%	4%	1%	1%	1%	1%
Other reasons						
Always vote	14%	9%	13%	14%	15%	11%
System doesn't work if people don't vote/necessary to vote	1%	1%	1%	-	-	1%
Interested in politics/process	2%	-	2%	-	-	-
Other reasons	5%	3%	2%	4%	1%	2%
Don't know/no particular reason	2%	3%	1%	1%	1%	2%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

⁹ The question read: *As mentioned, people have different reasons for choosing to vote. Why did you vote in the October 2023 provincial election?*

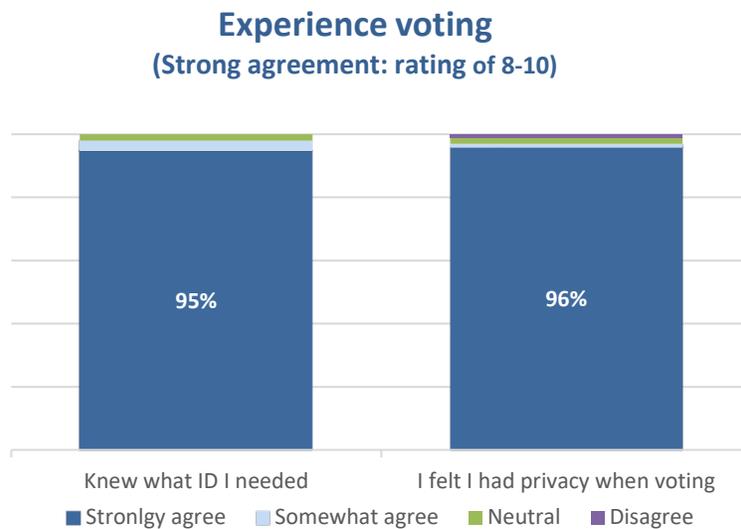
3.2 Experience voting

Among our voters, there was a split on when they voted. Just over half voted on Election Day, and most others during advance voting.



Two statements were asked only of voters. In each case, almost all strongly agreed that:

- *I knew what identification I needed before going to vote.* Virtually all strongly agreed (95%) that they knew what ID they needed. No one disagreed.
- *I felt I had privacy when casting my vote.* Again, almost all strongly agreed (96%) and less than 1% (a rating of 0 to 4) disagreed that this was the case.



3.3 Reasons for not voting

We explored with non-voters the reasons why they did not vote, first by asking them to tell us about the reasons for their decision, and then by testing the importance of several reasons in their decision not to vote.

The literature suggests that there are three general groups within the non-voter population:

- *distracted* voters, who wanted to vote but had to attend to other commitments;
- *disassociated* voters, who did not want to vote for whatever reason; and
- *displaced* voters, who were unable to vote due to administrative problems or technicalities.

As shown in Table 6, we have grouped the reasons provided by respondents into these three general categories:¹⁰

- **Distracted.** Many non-voters identified reasons that may be considered distractions in the sense that they took their attention away from voting. Most commonly, non-voters told us that they were too busy or did not have time (18%), were out of town (13%), or ill (11%).
- **Disassociated.** Many other respondents provided reasons that suggest they did not want to bother voting. Some said they did not trust the candidates, did not like any of the choices, or were generally disillusioned with politics (15%). Others said were not interested (7%), not well informed (7%), they did not know who to vote for (4%), or that their vote did not matter (4%).
- **Displaced.** Only a few respondents mentioned reasons that might be considered administrative or technical. Some said they did not vote because they were not on the voters list, did not have identification, or there were other procedural issues (8%). Others mentioned issues such as the voting locations were too far away (2%), age or disability made it inconvenient (2%), or they did not know where to vote (2%).

¹⁰ The question read: *As mentioned, people have different reasons for not voting. Why didn't you vote in the October 2023 provincial election?*

Table 6: Reasons for NOT voting in last provincial election

Reasons	2023 % (n=400)	2019 % (n=336)	2016 % (n=400)	2011 % (n=400)	2007 % (n=400)	2003 % (n=402)
Distractions						
Didn't have time/busy/bad time of year/had to work	18%	12%	18%	14%	17%	24%
Not at home/away from home/out of town	13%	13%	15%	9%	9%	8%
Ill/sick	11%	8%	6%	6%	5%	3%
Forgot	5%	3%	2%	4%	5%	7%
Other distractions (e.g., family/poor weather)	2%	1%	1%	1%	-	-
Disassociated						
Lack of trust in candidates/didn't like any of the choices /disillusioned	15%	25%	20%	22%	14%	13%
Not interested/couldn't be bothered/indifferent	7%	3%	3%	8%	9%	12%
Not well informed/no info on parties	7%	7%	10%	11%	7%	10%
Didn't know who to vote for	4%	4%	5%	6%	6%	5%
My vote doesn't matter/doesn't make a difference	4%	4%	2%	2%	1%	-
Outcome of election already determined	3%	6%	4%	5%	4%	5%
Doesn't matter who wins/no difference among parties	2%	2%	1%	4%	8%	8%
Dissatisfaction with government/lack of leadership	2%	1%	3%	2%	1%	1%
Issues are irrelevant/not a major concern	<1%	1%	2%	1%	1%	<1%
Too lazy to bother	-	2%	1%	1%	1%	1%
Displaced						
Wasn't on voters list/can't vote/didn't have ID/long lines	8%	4%	4%	4%	2%	1%
Voting location too far away/far from work/no ride	2%	2%	2%	3%	4%	5%
Inconvenient due to age/disability	2%	2%	1%	1%	-	-
Didn't know where or when to vote	2%	1%	3%	2%	2%	2%
Voting location closed too early/wasn't time to vote	1%	3%	1%	1%	1%	3%
Other						
Religious objections	1%	5%	3%	2%	3%	3%
Have never voted/don't believe in voting	1%	1%	2%	3%	-	-
Other	1%	3%	2%	7%	4%	2%
Don't know/no particular reason	4%	4%	5%	2%	4%	4%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

Factors in decision not to vote in 2023

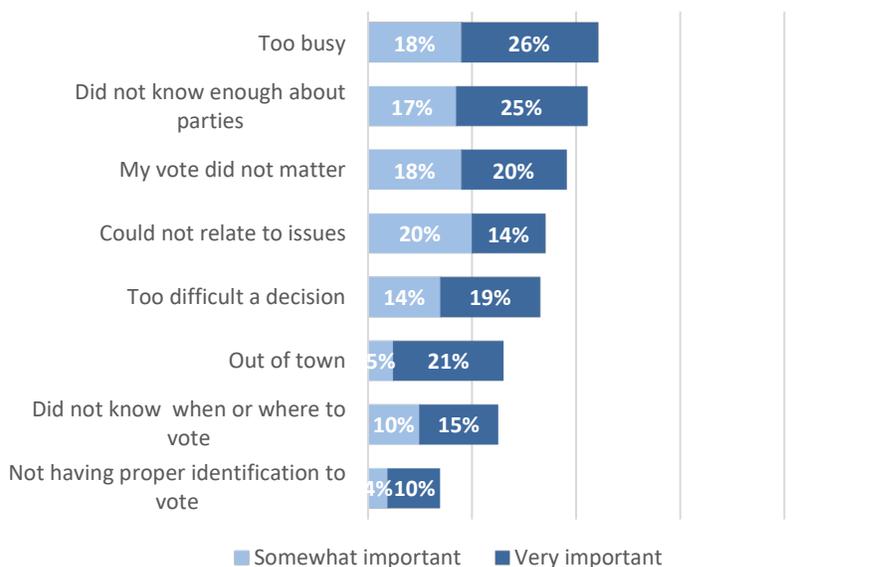
We asked non-voters to rate the importance of eight potential reasons why they might not have voted. The importance of these reasons varies, but no single reason was very important to the majority of non-voters, suggesting that there are many influences in the decision not to vote.¹¹

¹¹ The question read: *I'm going to read a list of reasons people sometimes give for not voting. As I read each, please tell me whether the reason was very important, somewhat important, not very important, or not at all important in your decision not to vote in the October 2023 provincial election.*

The important reasons according to respondents are:

- *Too busy.* Over 4 in 10 (44%) said that being too busy was at least somewhat important in their decision not to vote, including 26% who said it was very important.
- *Did not know enough about the parties, policies, or candidates to vote.* Over 4 in 10 (42%) also said that not knowing enough about the parties was at least somewhat important, including 25% who said it was very important in their decision not to vote.

Importance of reasons for not voting



- *My vote did not matter.* Almost 4 in 10 (38%) said that this was important, including 20% who said it was very important in their decision not to vote.
- *Could not relate to any of the election issues.* Over 3 in 10 (34%) said that being unable to relate to the issues was at least somewhat important in their decision not to vote, including 14% who said it was very important.
- *It was too difficult to make a choice among the parties or candidates running in the election.* About 3 in 10 (33%) said it was too difficult to decide who to vote for, including 19% who said it was very important in their decision.
- *Out of town.* About 1 in 4 (26%) said that being out of town was at least somewhat important, including 21% who said it was very important.
- *Didn't know where or when to vote.* One in 4 (25%) said that not knowing where or when to vote was important in their decision not to vote, including 15% who said it was very important.
- *Not having the proper identification to vote.* Not having the proper identification was important in their decision not to vote for 14%, including 10% who said it was very important.

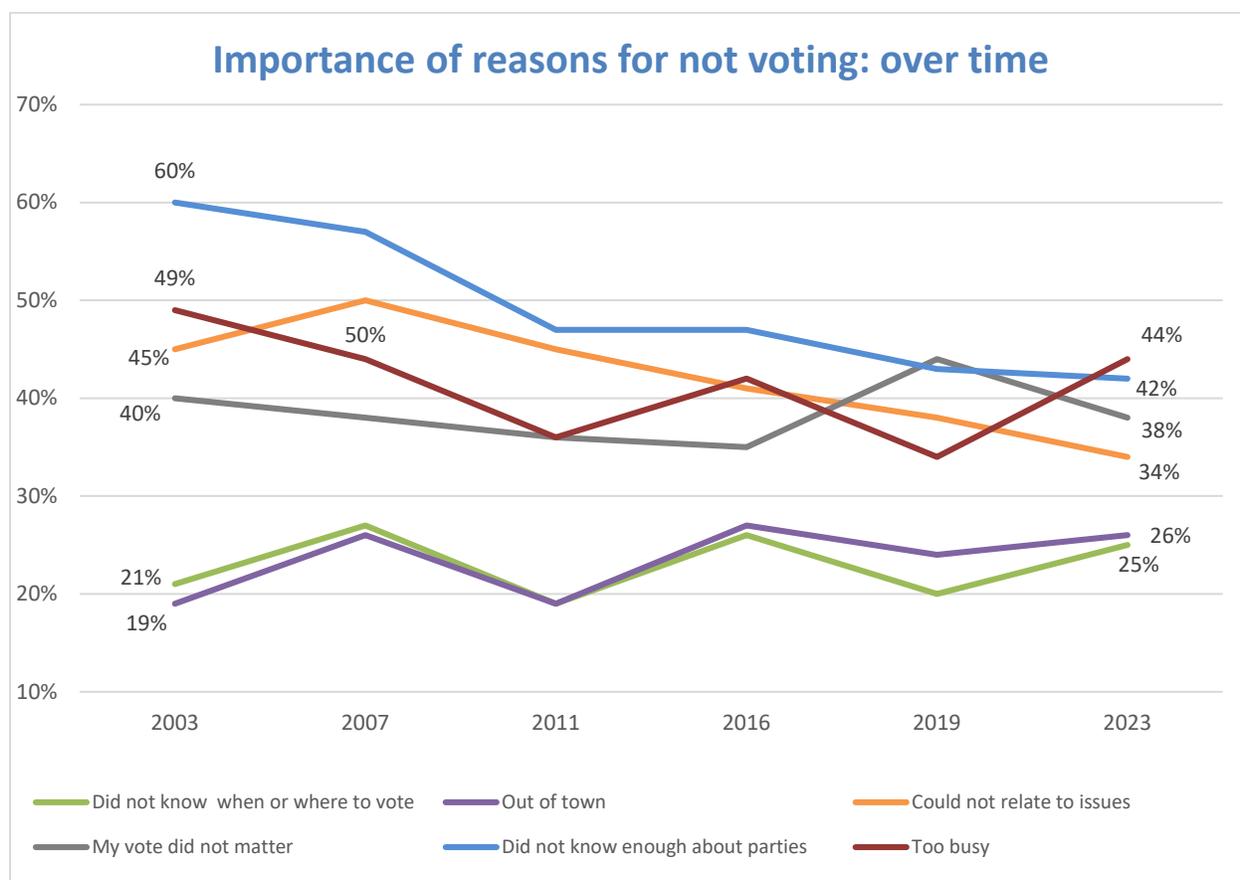
For 1 in 4 non-voters (25%), none of these reasons were very important in their decision not to vote. This suggests that either we are missing other reasons that might be very important to this group, or that there are a number of reasons, each only somewhat important, that conspire so that they did not vote.

Importance over time

The chart below shows the percentage of respondents who rate these reasons for not voting as somewhat or very important.

What is noticeable is the decrease in the importance of barriers that might be viewed as the responsibility of the individual: that they did not know enough about the parties (60% said this was important in 2003, compared with just 42% in 2023), or could not relate to the issues (50% in 2007 compared with 34% in 2023).

Other barriers to voting appear to increase or decrease depending on the election and were things that might be considered outside of their control or, at least, a shared responsibility (e.g., too busy, out of town, did not know where or when to vote, or their vote does not matter).



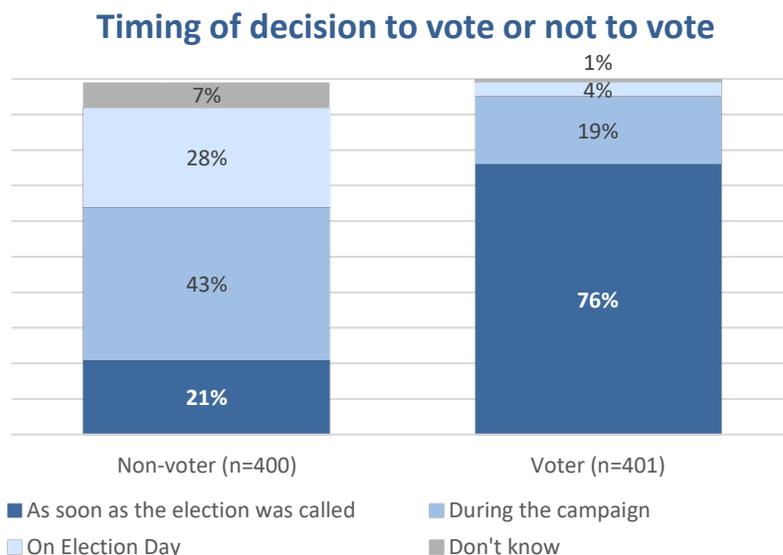
3.4 Timing of decision to vote/not vote

We asked voters and non-voters when they made the decision to vote or not to vote in the 2023 provincial election. Most voters had every intention to vote at the outset of the election, while non-voters made their decision during the election period.¹²

- About 1 in 5 non-voters knew they would not vote as soon as the election was called, suggesting that they never had any intention of voting. Conversely, 3 voters in 4 knew they would vote as soon as the election was called.

- About 4 non-voters in 10 decided not to vote sometime between the election call and Election Day, suggesting that they were waiting for something to help them make up their minds, engage them, or simply encourage them to vote. This compares with less than 1 in 5 voters who made the decision to vote during this period.

- About 3 in 10 non-voters made the decision not to vote on Election Day, suggesting that the circumstance of the day prevented them from voting. Few voters (4%) made the decision to vote on the day of the election.



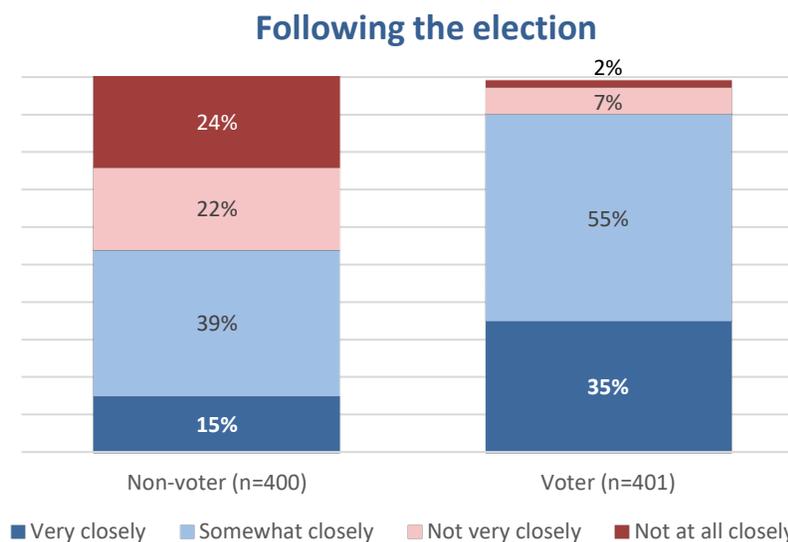
¹² The question read: *Thinking back to the October provincial election, which of the following best describes when you decided that you would or would not vote...?* Differences between voters and non-voters are statistically significant (chi-square p=.000).

3.5 Follow the 2023 election

Perhaps not surprisingly, voters were more likely than non-voters to report following the 2023 provincial election closely and being knowledgeable about the policies and platforms of the various political parties.

- While 9 voters in 10 reported following the election at least somewhat closely (including 35% who said they followed it very closely), just over half (54%) of non-voters did the same (including about 15% who said they followed it very closely).¹³

While lack of interest in the election is a barrier for some, many non-voters appear to have been engaged in the election process, which suggests that other issues kept them from voting. Few non-voters reported following the election very closely (15%), but many (39%) followed it somewhat closely.



¹³

The question read: *Thinking about the last provincial election in Manitoba, held in October 2023, would you say that you followed the election very closely, somewhat closely, not very closely, or not at all closely?*

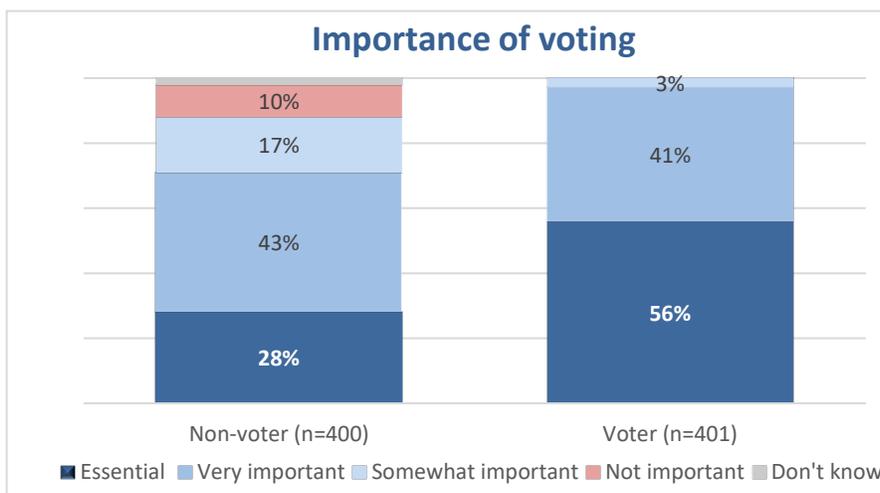
4.0 Motivators to vote or not vote

In the previous section, we noted that voters appear more engaged by the electoral process than non-voters. In this section, we attempt to identify changes that may motivate non-voters to vote and reinforce current voters' participation.

4.1 Importance of voting

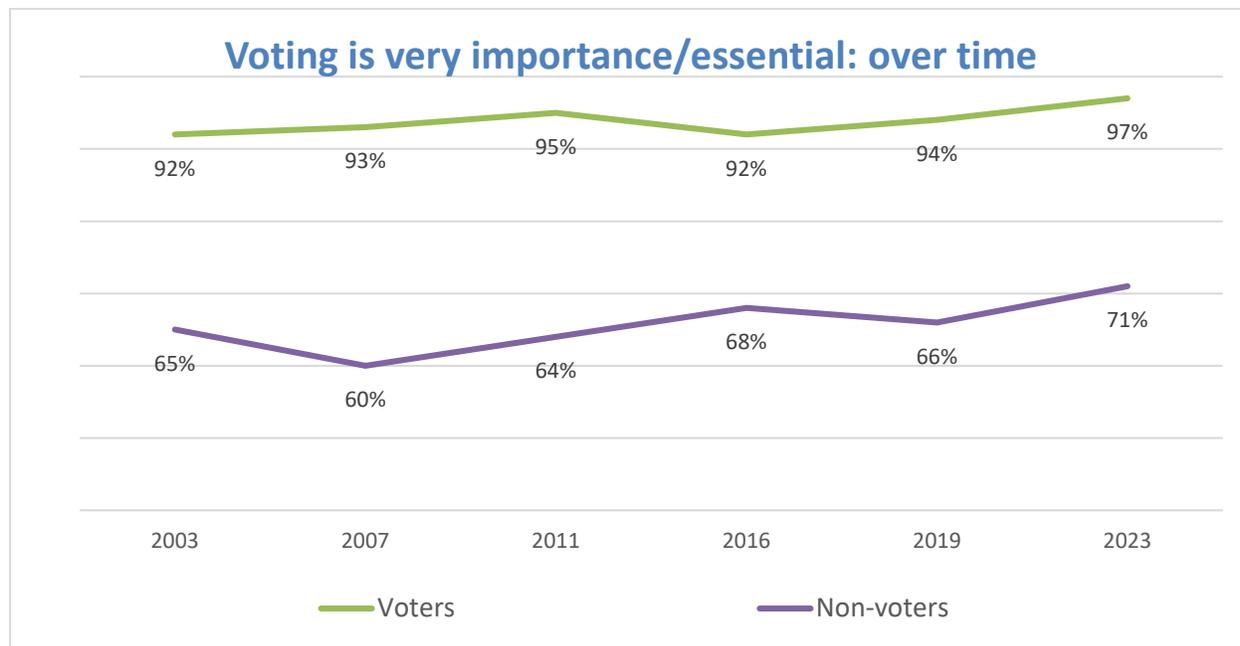
Whether they voted in the recent provincial election or not, most respondents believe that it is very important that people vote in elections.¹⁴

- Almost 9 non-voters in 10 (87%) said voting is at least somewhat important, including 7 in 10 (71%) who think it is very important or essential to vote in elections. Only about 1 non-voter in 10 thinks it is not important.
- It is not surprising that almost all voters (97%) think it is very important or essential to vote in elections, including almost 6 in 10 (56%) who said it is essential.



¹⁴ The question read: *In your view, how critical is it that people vote in elections? Is it essential, very important, somewhat important, not very important, or not at all important?* Differences between voters and non-voters are statistically significant (chi-square p=.000).

Over time, the results for voters and non-voters have not fluctuated greatly, suggesting people’s attitudes about voting have not changed; a majority of both types continue to believe voting is very important or essential.



Why is it important to vote?

We asked those who rated voting as at least somewhat important why they think so.¹⁵ The reasons given are similar, regardless of whether the respondent voted or did not vote in the 2023 provincial election. They tend to fall into one of two broad categories: voting is important because it influences the outcome of the election, and voting is important for its own sake.

For many, the importance of voting is in the result or outcome. Both voters and non-voters said that voting is the way for Manitobans’ voices to be heard, or that it is about having a say in how things are done. They said that it is the way we choose government, to let the majority of Manitobans’ voices be heard, and that voting is the only way to change things or make a difference.

For others, the importance of voting is less about outcomes and more about the act of voting. Voters mention these more philosophical reasons more often than non-voters. Both voters and non-voters commonly said that voting is about exercising a right; it is a privilege that must be used to protect democracy. Voting was also said to be important and necessary; the system does not work if people do not vote, and it is a duty and responsibility to vote.

¹⁵ The question read: *Why is it important that people vote?*

See Table 7.

Table 7: Reason why it is important to vote

Reasons	Non-voters (n=349)	Voters (n=399)
Affect outcome		
To have a voice/a say in how things are done	32%	31%
Choosing a government/government decisions affect everyone	25%	18%
To let the majority's/Manitobans' voices be heard	16%	21%
To support/oppose a candidate/party	14%	9%
Only way to change things/only way to make a difference	14%	14%
No right to complain if we don't vote	11%	14%
Importance of the act of voting		
Exercise right/privilege/to protect democracy	14%	23%
Voting is important/people should vote	12%	9%
System doesn't work if people don't vote	6%	9%
Duty or responsibility to vote	5%	9%
It is necessary to vote	1%	2%
Other reasons	6%	7%
Don't know/no particular reason	5%	4%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

4.2 Attitudes that might influence the decision to vote or not

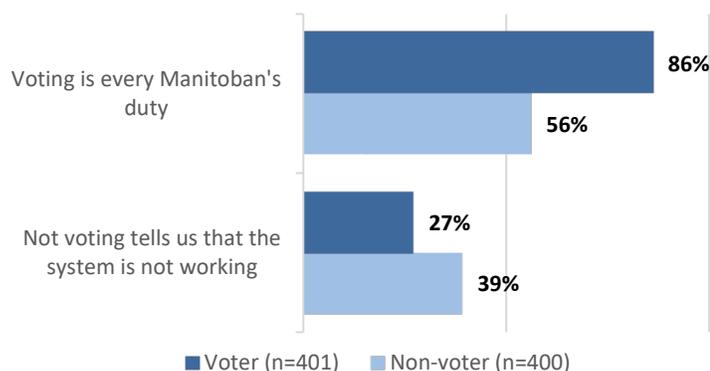
In this section, we consider a series of statements that respondents were asked to rate their level of agreement or disagreement with. We asked voters and non-voters to rate their level of agreement with a series of statements, where 0 means they strongly disagree and 10 means they strongly agree. Throughout this section, we present those who provided ratings that suggest they have a strong agreement with these statements (that is, provide a rating of 8, 9, or 10 out of 10).

Attitudes toward voting process

As shown above, the majority of voters and non-voters said that voting is important, so it may not be surprising that both groups also believe in a citizen’s obligation to vote. However, non-voters are more likely than voters to agree that the system is not working.¹⁶ The figure below provides the percentage of respondents who strongly agreed (a rating of 8 or higher).

- *Voting is every Manitoban's duty as a good citizen.* Seven in 10 non-voters (70%) agreed at least somewhat that voting is the duty of good citizens, including over half who strongly agreed (56%). This suggests that many non-voters feel it was their responsibility to vote in the 2023 provincial election, but this feeling was not enough to compel them to vote. Almost all voters agreed at least somewhat with this statement, including almost 9 in 10 voters (86%) who agreed strongly.¹⁷
- *When people don't vote, it tells us that the system is not working.* Non-voters are more likely than voters to agree with this statement. Almost 6 in 10 (55%) non-voters agreed at least somewhat, including 39% who agreed strongly with this statement. Voters had similar views; about half of voters agreed at least somewhat (49%), including about 3 voters in 10 who agreed strongly (27%).

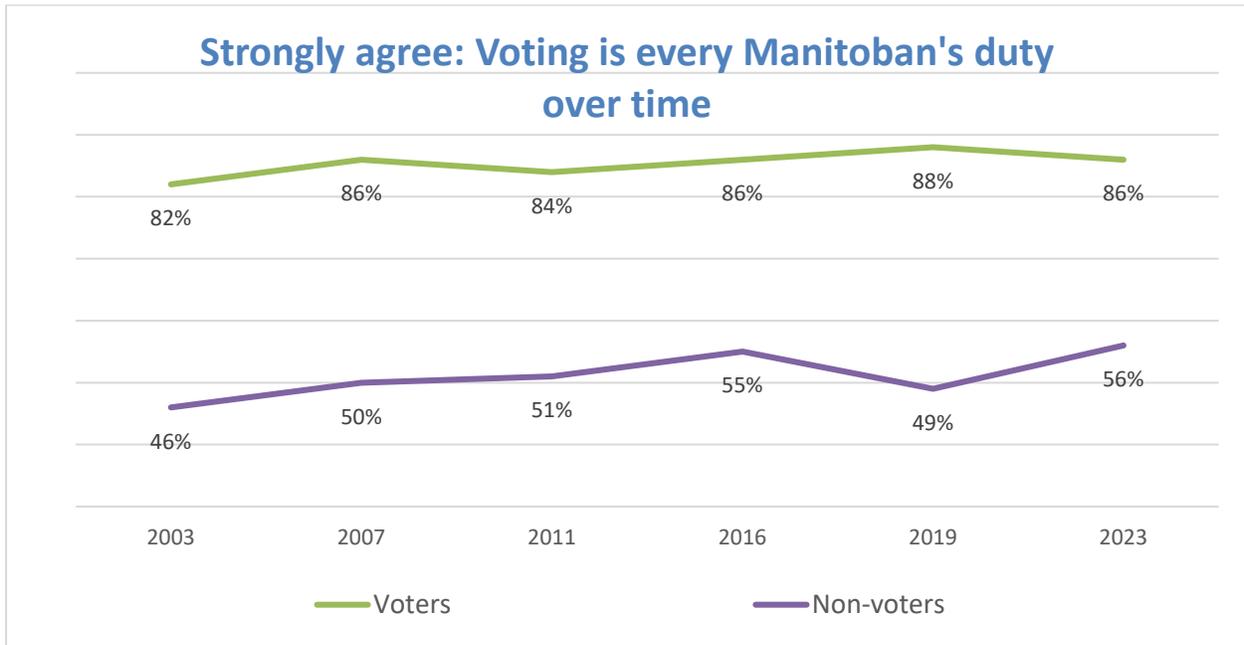
Attitudes towards voting process
 (Strong agreement: rating of 8-10)



¹⁶ The question read: *Now I'd like to get your opinion on other statements. Please tell me whether you agree or disagree with each, using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.*

¹⁷ The difference between non-voters and voters is statistically significant (chi-square p=.000).

The proportion of voters and non-voters who strongly agree with the statement *voting is every Manitoban's duty as a good citizen* has remained similar over the last 20 years. There is a hint that non-voters are even more likely to strongly agree in 2023 (56%) compared with 2003 (46%). Agreeing with such a statement does not appear to result in a higher turnout, but it might help in maintaining the turnout at its current level.



Attitudes toward voting

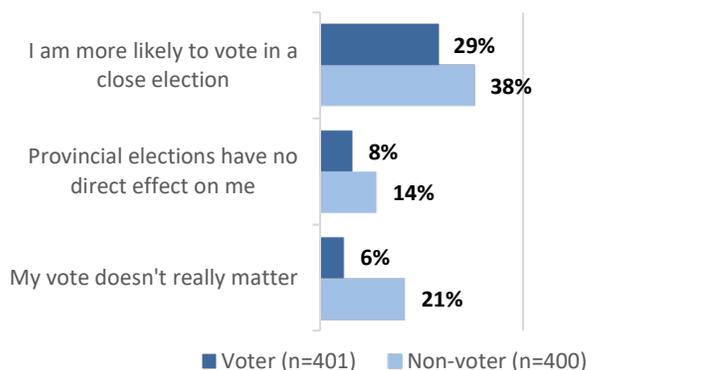
The closeness of the election influenced both voters’ and non-voters’ decision to vote. That being said, non-voters are more likely than voters to feel that their vote does not really matter to the outcome. Partly, this reflects not the election itself, but the belief that the outcome has no impact on them personally. However, many non-voters do not agree with any of these statements.

We asked respondents to agree or disagree with a series of statements on voting.

- *I’m more likely to vote if the election is close.* This attitude was shared by both voters and non-voters.

There is something about the closeness of the election that makes some feel that their vote matters more. About 3 in 10 of the non-voters (29%) and slightly more voters (38%) agreed strongly. About the same number of non-voters (34%) and voters (46%) disagreed as strongly agreed.

Attitudes towards voting
 (Strong agreement: rating of 8-10)



- *Generally, the outcome of provincial elections has no direct effect on me.* About 1 non-voter in 7 (14%) agreed strongly with this statement. This compares with about 1 voter in 12 (8%) who agreed strongly. Indeed, most non-voters (64%) and voters (79%) disagreed with this statement¹⁸.
- *My vote doesn’t really matter in a provincial election.* About 1 non-voter in 5 (21%) agreed strongly, compared with just 1 voter in 20 (6%). A majority of both non-voters (57%) and voters (87%) disagreed with this statement.¹⁹

¹⁸ The difference between non-voters and voters is statistically significant (chi-square p=.000).

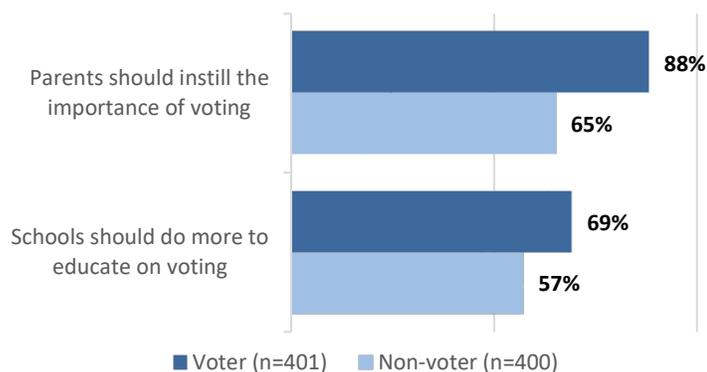
¹⁹ The difference between non-voters and voters is statistically significant (chi-square p=.000).

Encouraging voting

Most voters and non-voters support activities that might encourage voting. Although non-voters tended to have more negative attitudes toward the voting process, political parties, and the value of their vote in general, the majority thought it is important to educate children on the benefits of political participation, whether that be through their parents or at school.²⁰ We asked respondents to rate their level of agreement with these statements:

- *Parents should instill in their children the importance of voting.* Almost 8 in 10 non-voters (79%) agreed at least somewhat with this statement, including over 6 in 10 who agreed strongly. Voters were significantly more likely to agree with this statement. Indeed, almost all voters (96%) agreed at least somewhat, including 88% who agreed strongly.²¹
- *Schools should do more to educate children on the benefits of voting and political participation.* The vast majority of both agreed that schools should do more. About 7 non-voters in 10 (71%) agreed at least somewhat with this statement, including almost 6 in 10 who agreed strongly. Voters were similarly supportive, with over 8 in 10 (82%) agreeing at least somewhat, including about 7 in 10 who agreed strongly.²²

Attitudes towards encouraging voting (Strong agreement: rating of 8-10)



²⁰ The question read: *Now I'd like to get your opinion on other statements. Please tell me whether you agree or disagree with each, using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.*

²¹ The difference between non-voters and voters is statistically significant (chi-square p=.000).

²² The difference between non-voters and voters is statistically significant (chi-square p=.000).

4.3 Roles of Elections Manitoba

We explained that Elections Manitoba is an independent agency responsible for running provincial elections. We asked respondents how fairly they thought Elections Manitoba ran the October 3rd election.²³

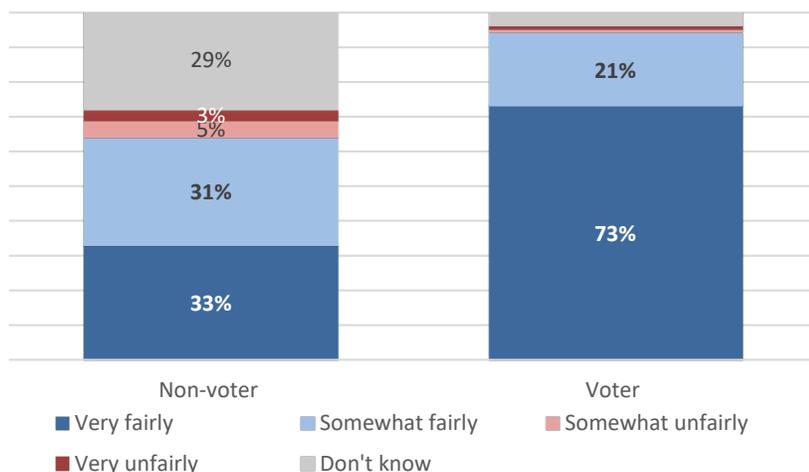
As shown, voters are more likely than non-voters to believe Elections Manitoba ran the election fairly. Non-voters are more likely not to know (29%). Almost all voters (94%) thought Elections Manitoba ran the provincial election very or somewhat fairly, including over 7 in 10 who rated it very fairly.

Overall, about 6 in 10 non-voters thought Elections Manitoba ran the election at least somewhat fairly. If those non-voters who did not know are removed, almost 9 in 10 non-voters also believe Elections Manitoba ran the election fairly, including 46% who rated it very fairly.

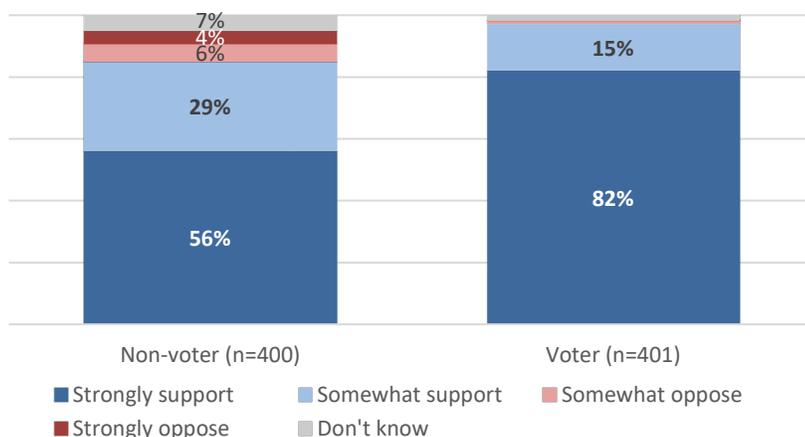
We also asked respondents whether they support or oppose Elections Manitoba encouraging Manitobans to vote by telling them why their vote matters, why it is important, and what the consequences are if people do not vote.²⁴ Both voters and non-voters would support Elections Manitoba undertaking such a campaign.

Almost all voters support such an initiative, including over 8 in 10 who would strongly support it. Over 8 non-voters in 10 would support such an initiative, although fewer (56%) strongly support it.

Would you say that Elections Manitoba ran the provincial elections...



Support Elections Manitoba encouraging Manitobans to vote

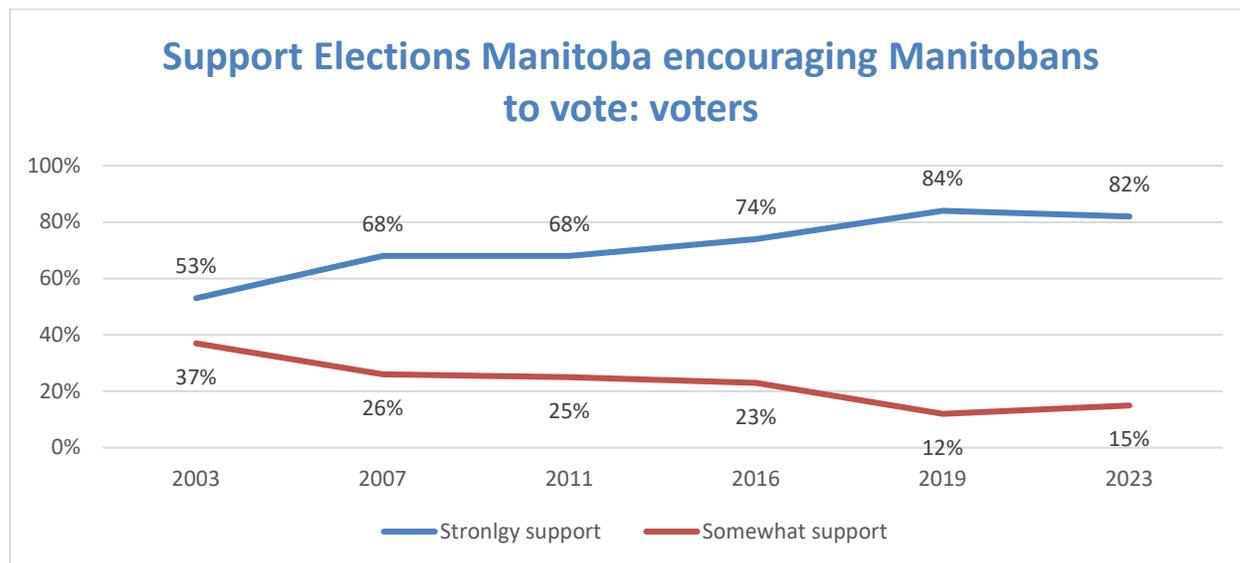


²³ The question read: *Would you say that Elections Manitoba ran the October 3rd provincial election... very fairly, somewhat fairly, somewhat unfairly, or very unfairly?* The difference between non-voters and voters is statistically significant (chi-square p=.000).

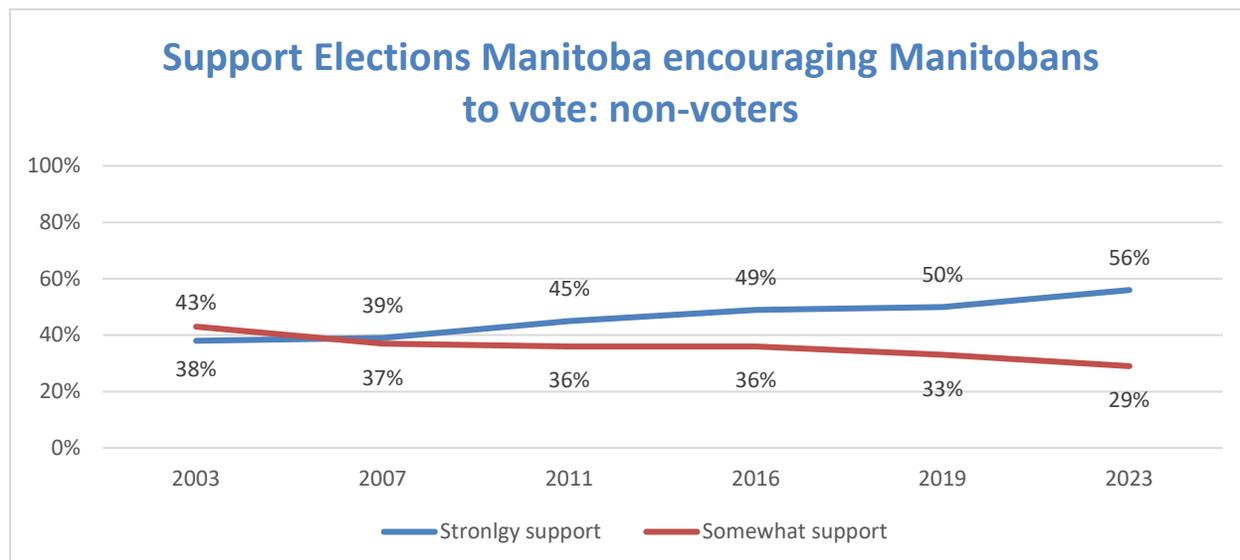
²⁴ The question reads: *Elections Manitoba is an independent, non-political agency responsible for running provincial elections. Do you support or oppose Elections Manitoba encouraging Manitobans to vote by telling them why their vote matters, why it is important, and what the consequences are if people do not vote? Do you strongly/somewhat support/oppose it?* Differences between voters and non-voters are statistically significant (chi-square p=.000).

Support over time

While over time the vast majority of voters have supported Elections Manitoba’s efforts to encourage Manitobans to vote, the strength of their support has grown from about half in 2003 to over 80% in 2023.



A similar, if less dramatic, trend exists among non-voters. While overall support has remained relatively similar over time (81% in 2003 to 85% in 2023), those who strongly support Elections Manitoba encouraging Manitobans to vote has grown over this period of time (from 38% in 2003 to 56% in 2023).



4.4 Encourage non-voters to vote

We also asked non-voters what would have encouraged them to vote in the recent election. We again grouped their responses into broad categories that seem to suggest that they are disassociated, distracted, or displaced.²⁵

- **Disassociated.** While almost 1 in 10 explicitly stated that “nothing” would have encouraged them to vote, about 1 in 8 (12%) said that they would have been more likely to vote if they had more trust or confidence in candidates or the government, or similarly, if parties’ platforms or leaders were stronger or better (4%). Others said that they would have been more likely to vote if there were important issues to decide or they were of greater interest to them (3%), if the outcomes were not already known (3%), or if the electoral system was different (1%). One in 3 indicated that they did not know what would encourage them to vote, suggesting that at least some of them are disassociated from voting.
- **Distracted.** Few offered up solutions that might address the fact that voters are often distracted. However, some did suggest that they usually vote and would have done so if they had not been sick (6%), or if they had more information about the candidates or parties (6%).
- **Displaced.** Some said that if technical or process issues had been addressed, they would have been more likely to vote. Some said that if the election had been on a more convenient day (8%), more convenient voting locations (5%), had been clear on procedures (5%), or had more information on when/where (4%), they would have been more likely to vote. A few respondents said that they would have been more likely to vote if there were alternative methods to vote, such as online (4%), if they had easier access to advance voting (1%), or if voting locations were open longer (1%).

See Table 8 for non-voters’ unaided suggestions. The responses provided for 2023 are similar to those in past surveys.

²⁵

The question read: *What, if anything, would have encouraged you to vote in the recent election?*

Table 8: What would encourage non-voters to vote?

	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=410)
Disassociated						
Having greater trust/confidence in candidates	12%	19%	23%	21%	18%	18%
Nothing would encourage them to vote	8%	10%	7%	11%	16%	19%
Stronger/better parties/platforms/leaders	4%	7%	-	-	-	-
If there were important issues/addressing issues of interest	3%	6%	6%	8%	7%	7%
If outcome wasn't already determined	3%	4%	3%	4%	4%	3%
Feeling more valued/civic minded	1%	2%	2%	4%	-	-
Different electoral system	1%	2%	-	-	-	-
Distracted						
Usually do vote/if had been well enough to vote	6%	8%	7%	5%	4%	-
More informed about candidates/issues	6%	4%	6%	8%	8%	9%
Displaced						
Election on a more convenient day/on a different day	8%	6%	10%	7%	7%	7%
Voting locations more easily accessible	5%	7%	4%	5%	4%	6%
Misunderstood voting procedures/requirements	5%	-	-	-	-	-
Alternate ways to vote (Internet, phone, mail)	4%	3%	3%	2%	<1%	2%
More informed about when/where election was	4%	2%	7%	3%	4%	5%
Advance voting easier to access	1%	3%	2%	2%	<1%	1%
Voting locations open earlier/later/longer	1%	3%	1%	<1%	2%	3%
Other						
Other	5%	5%	4%	4%	5%	6%
Don't know	33%	22%	26%	22%	24%	20%

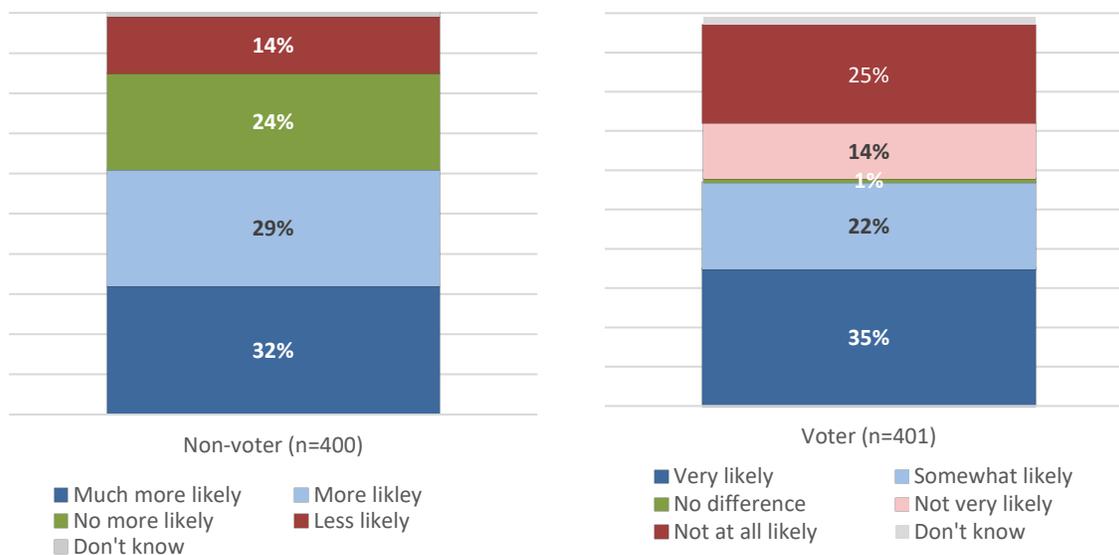
Note: Respondents could provide more than one answer. Therefore, column may not sum to 100%.

Online voting

The figure below shows the results of two different questions asked of voters and non-voters. Voters were asked how likely they would be to vote online in the next provincial election if such an option were available on the Elections Manitoba website. Non-voters were asked how much more likely they would be to vote if they could vote online on the Elections Manitoba website. For many current voters, online voting is a convenience that they would take advantage of. For many non-voters, the availability of online voting would encourage them to vote in the next provincial election.

- About 6 in 10 non-voters (61%) said that they would be more likely or much more likely to vote in the next provincial election if they could do so online on the Elections Manitoba website. However, about 1 in 7 (14%) said that they would be less likely to vote.²⁶
- Almost 6 in 10 voters (57%) also said that, if the option of voting online were available, they would be somewhat or very likely to use it. Conversely, about 4 in 10 (39%) indicated that they would not be likely to use this method.²⁷

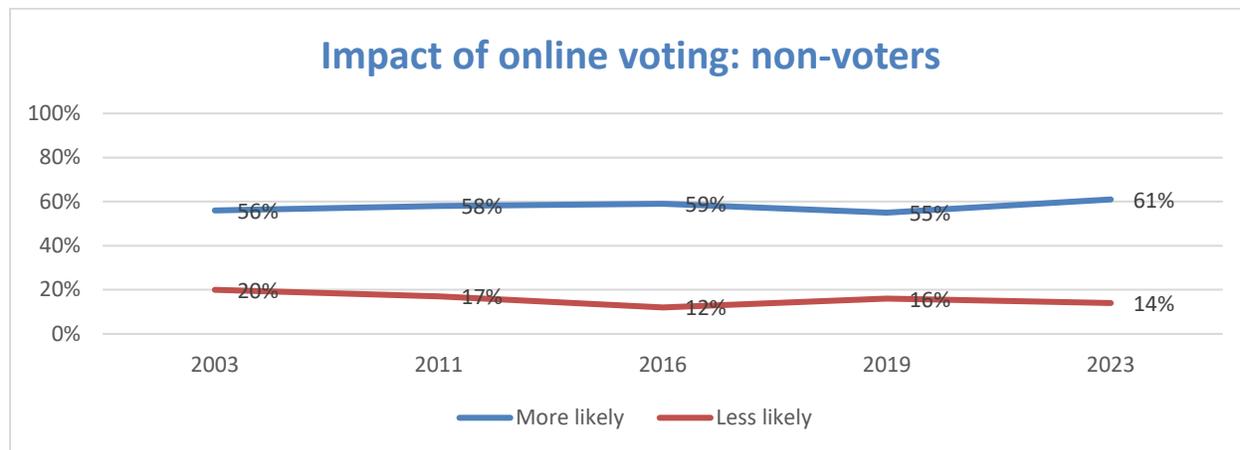
Impact of online voting



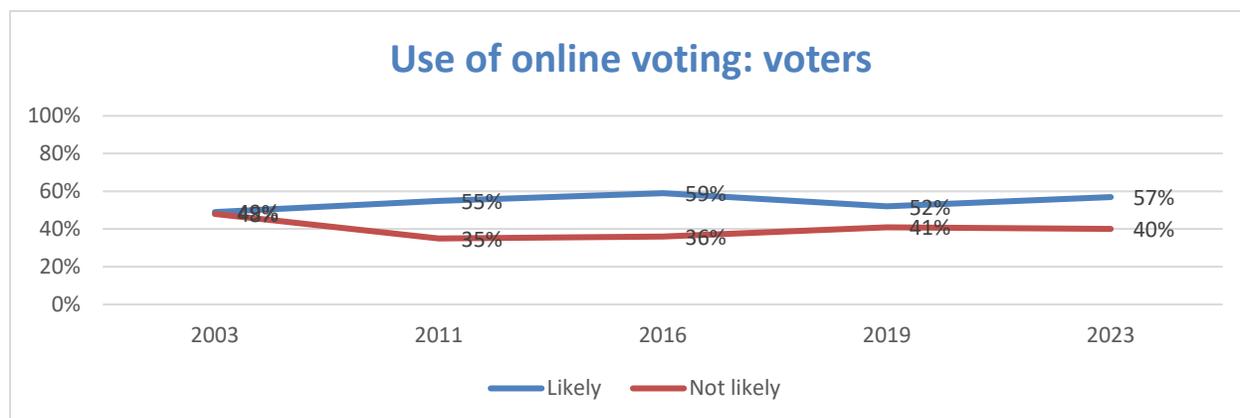
²⁶ If they did not vote in 2023, the question read: *Thinking ahead four years from now to the next provincial election, would you be much more likely, more likely, no more likely, or less likely to vote if you could do so online?*

²⁷ If they voted in 2023, the question read: *Thinking ahead four years from now to the next provincial election, if you could vote online, would you be very likely, somewhat likely, not very likely, or not at all likely to do so?*

Similar questions were asked following the 2003,²⁸ 2011, 2016, and 2019 provincial elections. For non-voters, the results have been fairly flat with between 55% and 61% saying they would be more likely.



Among voters, there appears to be an increase in those who reported that they would be likely to vote online if available. With the exception of the 2019 election, interest in voting online has been significantly higher than in 2003.



²⁸ The question asked of non-voters following the 2003 provincial election was: *Now I'd like you to consider some different methods of voting. Think ahead three to four years from now to the next provincial election and imagine the technology allows it and the system was provided by Elections Manitoba. Again, thinking ahead three to four years from now to the next provincial election, would you be much more likely, more likely, no more likely, or less likely to vote if you could do so online?*

Concerns about online voting

Although many current non-voters would be more likely to vote if an online option were available, and many current voters would be likely use this method to vote, most also have concerns. Current voters (74%) are more likely to have concerns than non-voters (60%).²⁹

- The most common concern among both voters and non-voters was that there is a greater chance for voter fraud when online voting is an option. They were concerned not only about the integrity of the vote (e.g., rigging the vote, ensuring the right person is voting), but about the potential for the website to be hacked.
- Some were concerned that there are confidentiality issues and that it might be easier for others to know not only who voted, but how they voted.
- Some others had practical concerns: they do not have access to the Internet, do not feel competent with this method of voting, or worry about the system crashing.
- A few said that they prefer the current method of in-person voting, saying that they do not feel comfortable or trust online voting.

These and other concerns can be found in Table 9.

Table 9: Concerns with online voting

	Non-voters (n=400)	Voters (n=401)
Integrity of vote: security/fraud/hackers; rigging the vote; ensure right person is voting	36%	42%
Accountability/verification: not knowing if votes counted	7%	5%
Legitimacy/mistakes: no method to check accuracy/validity of vote; is vote going to right person	7%	7%
Computer/Internet issues: don't have one/don't have access to Internet/computer illiterate	6%	7%
Prefer current method/in-person: do not feel comfortable/trust online voting	6%	12%
Privacy/confidentiality/anonymous: people might know how others voted	5%	10%
How to police/manage/regulate/observe the process	3%	5%
Technical issues: data can disappear in a key stroke/system could crash	2%	5%
Other	1%	5%
Don't know/no response	5%	3%
No concerns/positive comments	40%	26%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

²⁹

The question read: *What concerns, if any, would you have about voting online?*

5.0 Age of non-voters

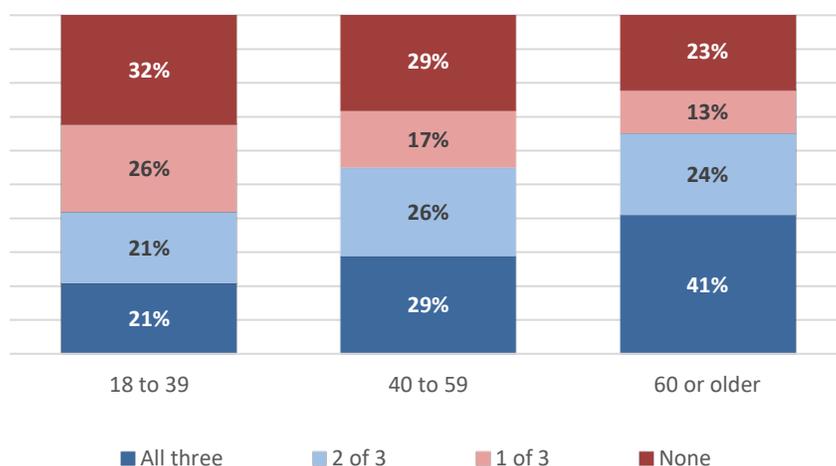
We noted earlier that non-voters tend to be younger than voters, but even among non-voters, age plays an important role in their reasons for not voting and in their support for various alternatives.

5.1 Past voting behaviour by age

Age and past voting

The older the non-voter, the more likely they are to have voted in the past three elections. However, even in the oldest age cohort (60 years of age or older), only about 4 in 10 voted in all three elections. Over 1 in 5 had voted in none.

Non-voters: # of the past three elections voted in by age
 (n=400)



5.2 Age and attitudes to not voting

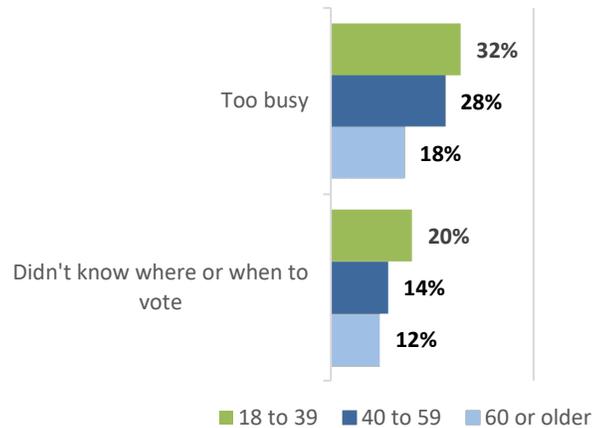
Age and reasons for not voting

As we have noted in earlier reports on voting behaviour, young people have always been less likely than older adults to vote. It has been argued that participation is part of a person’s “life cycle,” with young non-voters becoming voters as they mature, get married, and have families. In part, it is believed that they participate because issues now affect them (and their families) more directly (education, health care, etc.). The concern is not so much that young people do not vote, per se, but that there appears to be a growth in non-participation among young adults. While a number of these individuals will go through the typical cycle of engagement and then participation, the main concern is that a proportion will never become engaged. The act of voting increases the likelihood that an individual will vote in the future. Therefore, as the pool of young voters shrinks, so (the argument goes) does the proportion of future voters. The larger the pool of non-voters among the youngest age group, the smaller the number of individuals who will vote in the future. Although this hypothesis cannot be addressed directly through this research, we can look for hints of the future behaviour of young non-voters.

Our survey indicates that younger adults (18 to 39) are most likely to report that a lack of knowledge and lack of interest are the barriers that prevented them from voting in the last provincial election. Of the eight reasons for not voting that were tested with respondents, age was a significant factor in the perceived importance of two:

- Younger respondents were more likely to say that being too busy was very important in their decision not to vote. Over 3 in 10 of those aged 18 to 39 said that this reason was very important, compared to 1 in 6 of those 60 and older. Being “too busy” to vote is another way of saying that voting is not a priority and that other activities in their lives are more important.³⁰
- Not knowing where or when to vote was mentioned as being very important in their decision not to vote by those aged 18 to 39 almost twice as often as the oldest non-voters.³¹

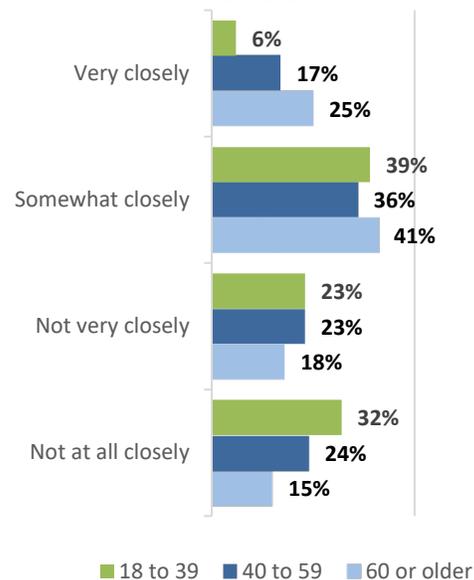
Age and reason for not voting % very important



Younger non-voters (18 to 39) self-reported being less likely to follow the 2023 election. Among the youngest age cohort, only 6% reported following the 2023 election very closely, and 32% reported following it not closely at all.³²

Conversely, the older age cohort (60 or older) was less likely to report not following the election and more likely to say they did follow it closely. However, even among this age group, only 1 in 4 reported following the election very closely.

Followed 2023 election by age: Non-voters



³⁰ Difference among the three age groups is statistically significant (Chi Square p=.000)

³¹ Difference is statistically significant (Chi Square p=.000)

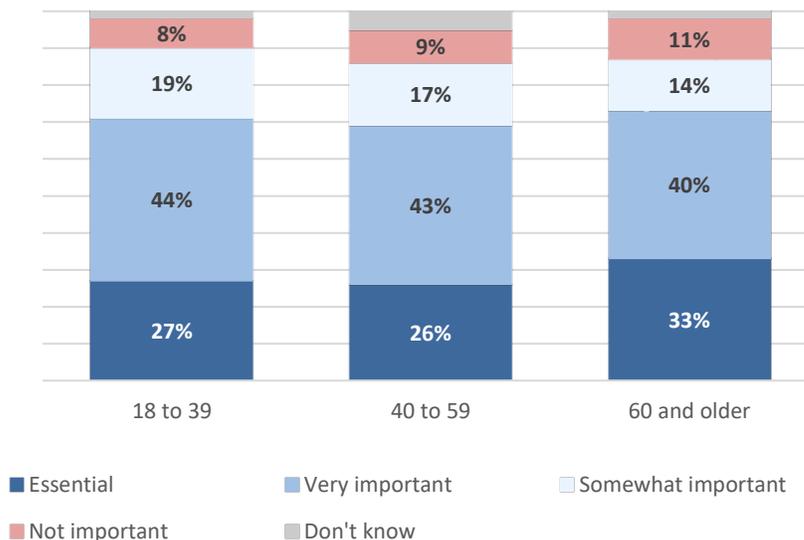
³² Difference is statistically significant (Chi Square p=.000)

Age and attitudes towards voting

Attitudes towards the concept of voting, as opposed to the act of voting, do not change much with age. Most non-voters, regardless of age, said that it is very important or essential that people vote. Similarly, regardless of age, few think it is not important.

This is a positive finding and suggests that, although they are not yet participating, young adults recognize the importance of voting and may do so in the future. However, it also reflects the fact that non-voters can believe in the importance of voting, while not thinking their own participation in the process is necessary.

How critical is it that people vote in elections by age



Regardless of their age, non-voters shared many similar attitudes toward voting.

- Attitudes toward the voting process.** Older respondents were more likely than younger respondents to strongly agree that voting is every Manitoban’s duty as a good citizen. About 2 in 3 of those 60 and older agreed, compared with about half of those under 40.
- Attitudes toward voting.** The youngest age cohort was the least likely to strongly agree that the outcome of provincial elections has no direct effect on them.
- Attitudes toward encouraging voting.** Possibly because they do not necessarily agree with their parents’ political positions, young non-voters were less likely than older non-voters to agree that parents should instill the importance of voting in their children. However, about 6 in 10 of all age groups agreed that schools should do more to educate children on the benefits of voting.

Table 10: Attitudes toward voting and political parties by age

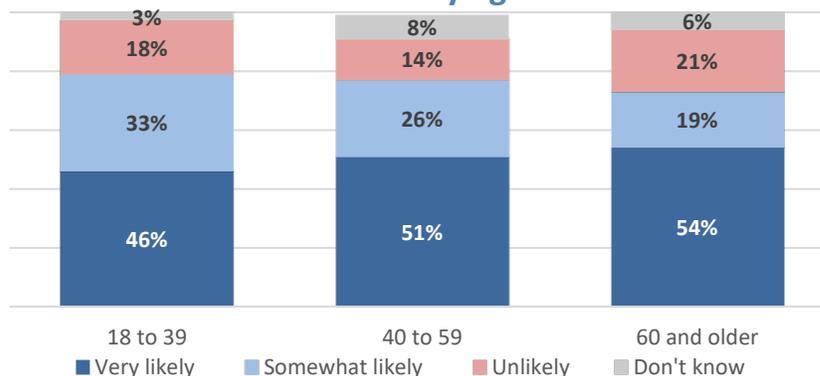
Agree strongly that... (Rating of 8 or higher out of 10)	Age (n =400)		
	18 to 39	40 to 59	60 or older
Attitudes toward voting process			
Voting is every Manitoban's duty as a good citizen	47%	62%	66%
When people don't vote, it tells us that the system is not working	35%	46%	37%
Attitudes toward voting			
I'm more likely to vote if the election is close	34%	46%	38%
My vote doesn't really matter in a provincial election	20%	25%	22%
Generally, the outcome of provincial elections has no direct effect on me	7%	19%	20%
Attitudes toward encouraging voting			
Parents should instill in their children the importance of voting	57%	74%	71%
Schools should do more to educate children on the benefits of voting and political participation	55%	57%	63%

* Differences in results by age group are statistically significant (chi-square p=.000).

Note: Non-responses are excluded from the proportions.

Those in the youngest age cohort were not significantly different from older respondents in terms of their likelihood to vote in the next provincial election.

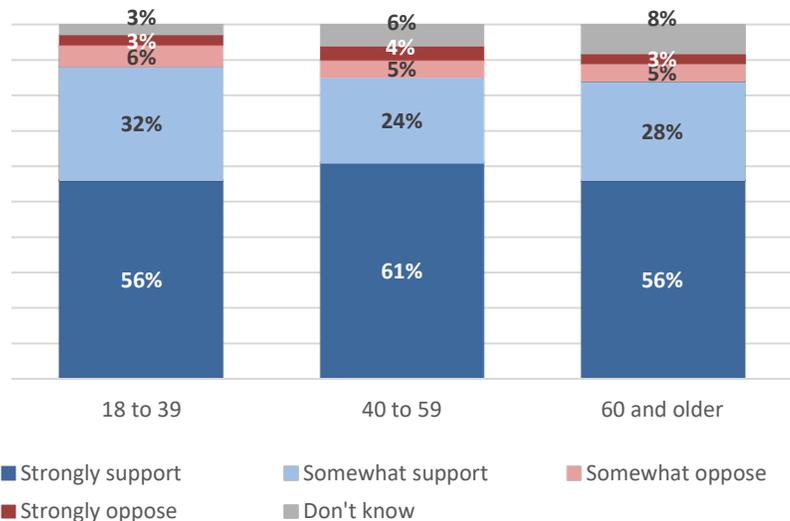
Likelihood of voting in the next provincial election by age



Encouraging voting

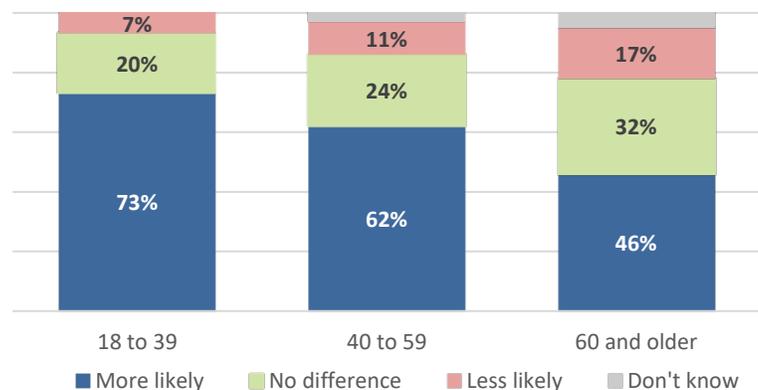
Regardless of age, over 8 in 10 non-voters support Elections Manitoba encouraging Manitobans to vote by telling them why their vote matters, why it is important, and what the consequences are if people do not vote. This includes about half who strongly support Elections Manitoba in these efforts.

Support for Elections Manitoba encouraging Manitobans to vote by age



The convenience of online voting was attractive to many non-voters, especially among the younger age groups. If Elections Manitoba allowed individuals to vote on its website, almost 3 in 4 of those non-voters under 40 years of age said that they would be more likely to vote, and few (7%) said that it would make them less likely to vote. Conversely, among those 60 or older, about half (46%) said that it would make them more likely to vote, and almost 1 in 5 (17%) said that it would make them less likely.

Likelihood of voting online by age*



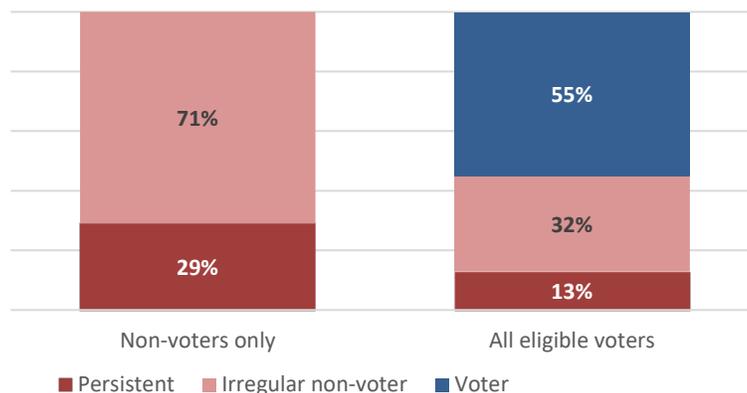
In part, this may reflect access to the Internet. Virtually all non-voters 18 to 39 years of age (99%) reported having access to the Internet at home and/or work. This declines slightly among those 40 to 59 (93%) but drops significantly among the oldest age group (87%).

6.0 Types of non-voters

In 2023, about 3 in 10 non-voters (29%, n=115) had not voted in any of the three previous elections.³³ As such they might be called persistent non-voters. About 7 in 10 are irregular non-voters (71%, n=285) having voted in at least one of the three previous elections.

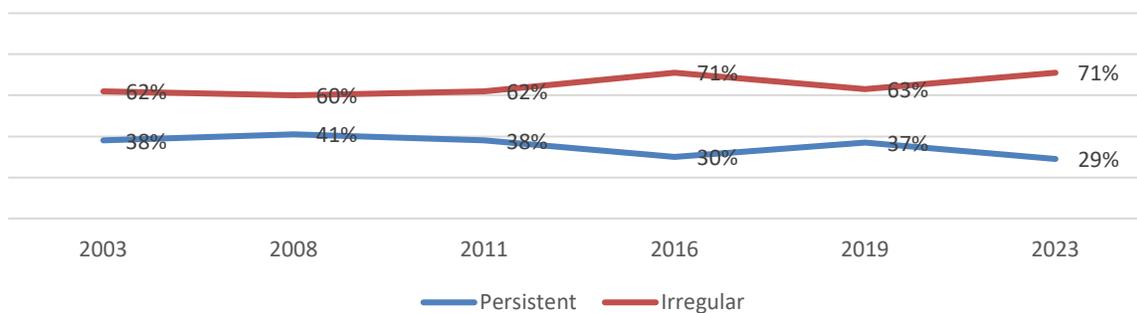
We can extrapolate our sample to the general population of eligible voters. For the 2023 provincial election, 55% voted and 45% did not vote. Of those who did not vote, we estimate that 32% were irregular non-voters and 13% were persistent non-voters.

Voters and non-voters



The proportion of persistent non-voters is lower than in 2019, when almost 4 in 10 had not voted in any of the three previous elections but is similar to 2016 results.

Types of non-voters

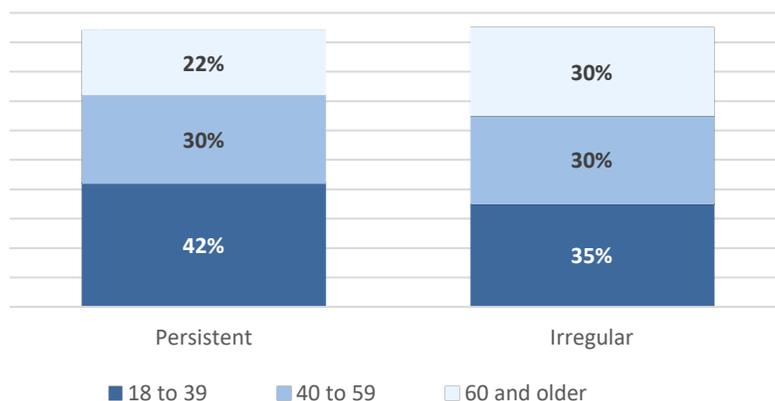


³³ That is, 2019 provincial election, 2021 federal election, and the 2022 municipal elections.

6.1 Profile of non-voters

Persistent non-voters tend to be younger than irregular voters. About 4 in 10 persistent non-voters come from the 18 to 39 age cohort. That being said, even among the irregular non-voters this age group is the largest (35%).

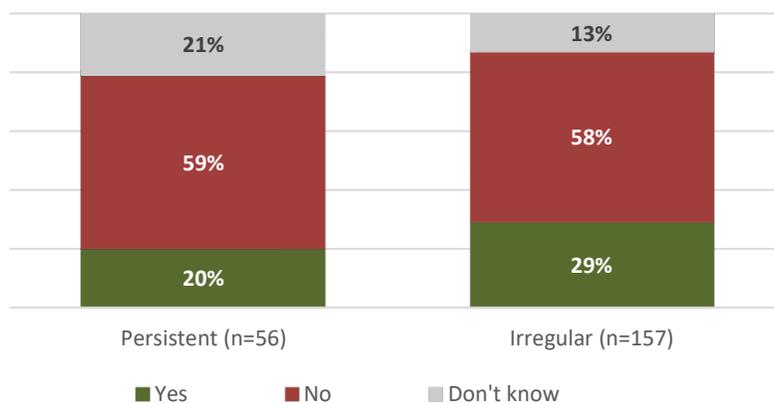
Age by non-voter type



Among those who had other eligible voters in their household (71% among both the persistent and irregular voters):

- about 1 in 5 persistent non-voters reported all eligible household members voted in the 2023 provincial election; and
- about 3 in 10 irregular non-voters reported their household members voted. While this is not statistically significant, it is suggestive that irregular voters come from households that are more likely to vote.

Household member voted by non-voter type



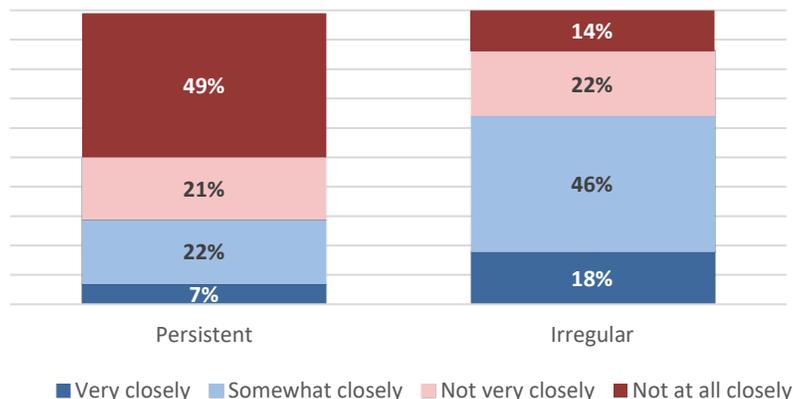
Follow election

Persistent non-voters were more likely than irregular non-voters to report they did not follow the 2023 election closely.

Seven in 10 persistent non-voters reported that they did not follow the 2023 provincial election closely (70% – compared with 36% of irregular non-voters).

Conversely, about 3 in 10 persistent non-voters reported following the election closely, compared with over 6 in 10 irregular non-voters.³⁴

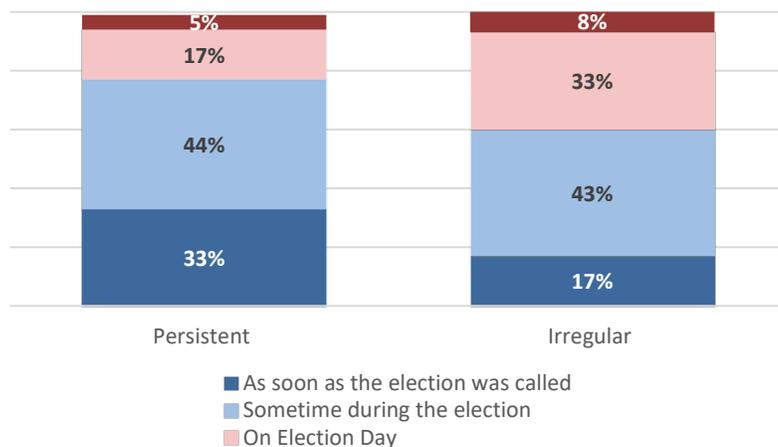
Followed election by non-voter type



Decision not to vote

Many persistent non-voters never intended to vote in the last provincial election; they decided as soon as the election was called that they would not be voting. Indeed, one-third of those classified as persistent non-voters reported that they knew as soon as the election was called that they would not vote. Less than 1 in 5 made the decision not to vote on Election Day, suggesting that circumstances may have prevented them.

Timing of decision not to vote by non-voter type



Irregular non-voters were much more likely to make the decision sometime after the election was called or on Election Day. Indeed, about 4 in 10 decided sometime during the election, and another 3 in 10 decided on the day of the election not to vote. This suggests that, for many irregular non-voters, time constraints or circumstances prevented them from casting a ballot.³⁵

What would encourage voting

Asked what would have encouraged them to vote in the recent elections, 17% of persistent non-voters stated that nothing would have done so (this compares to just 5% of irregular voters).

³⁴ Differences between persistent and irregular non-voters are statistically significant (chi-square p=.000).

³⁵ Differences between persistent and irregular non-voters are statistically significant (chi-square p=.000).

6.2 Attitudes toward voting

It is not surprising that persistent non-voters were much less likely than irregular non-voters to think voting is important. What might be surprising is that, among both groups, the vast majority think it is at least somewhat important.

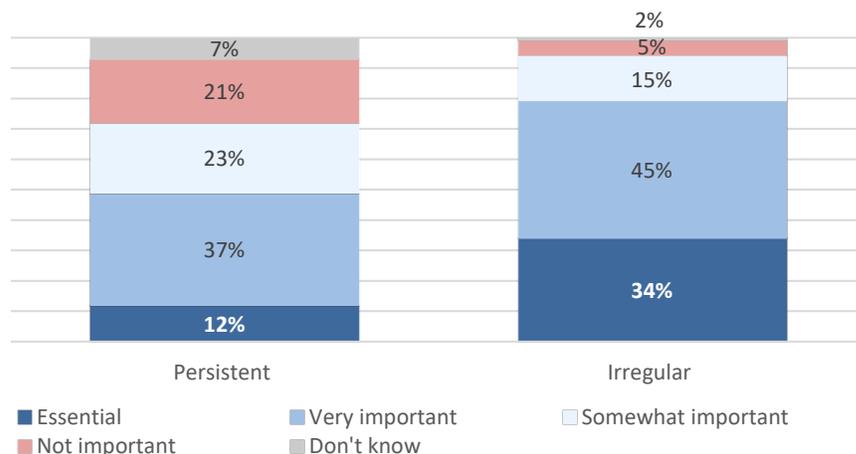
Just over 7 persistent non-voters in 10 said that it is at least somewhat important that people vote in elections, including about half who said that it is very important or essential.

Almost all (93%) irregular non-voters said that it is at least somewhat important, including 8 in 10 (79%) who said that it is very important or essential.³⁶

Table 11 shows the level of agreement of persistent and irregular non-voters with statements about the voting process. For many of these statements, the two types of non-voters shared similar views, but for others, they did not.

- **Attitudes toward the voting process.** Irregular non-voters (64%) were much more likely than persistent non-voters (37%) to strongly agree that *voting is every Manitoban’s duty as a good citizen*.
- **Attitudes toward voting.** Persistent non-voters were more likely than irregular non-voters to strongly agree that their *vote doesn’t really matter in a provincial election* and that *generally, the outcome of provincial elections has no direct effect on them*.
- **Attitudes toward encouraging voting.** Irregular non-voters were more likely than persistent non-voters to strongly agree that both parents and schools *should do more to promote voting to children*. However, it is only the idea that parents should instill the importance of voting in their children that is statistically significant.

How critical is it that people vote in elections?



³⁶ Differences in results by persistent and irregular non-voters are statistically significant (chi-square p=.000).

Table 11: Attitudes toward voting process

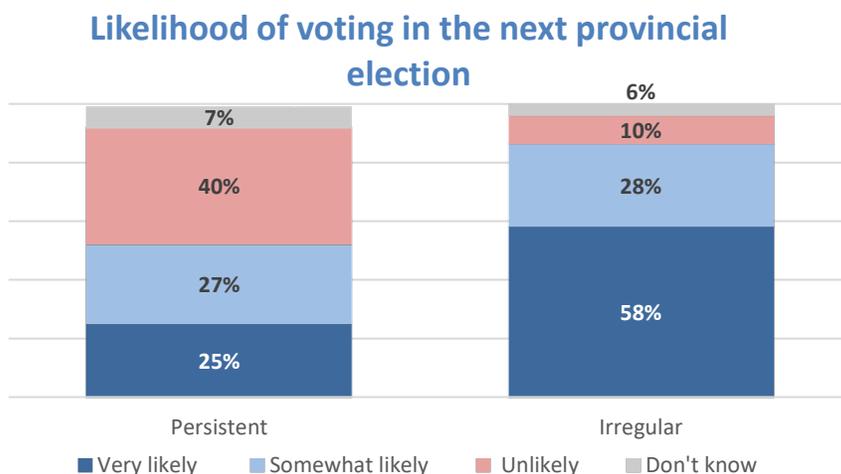
Statement	Agree strongly (Rating of 8 or higher out of 10)	
	Persistent non-voters (n=115)	Irregular non-voters (n=285)
Attitudes toward voting process		
When people don't vote, it tells us that the system is not working	44%	37%
Voting is every Manitoban's duty as a good citizen*	37%	64%
Attitudes toward voting		
My vote doesn't really matter in a provincial election*	31%	17%
I'm more likely to vote if the election is close	30%	42%
Generally, the outcome of provincial elections has no direct effect on me*	27%	9%
Attitudes toward encouraging voting		
Schools should do more to education children on the benefits of voting and political participation	45%	62%
Parents should instill in their children the importance of voting*	43%	74%

* Difference between persistent and irregular non-voters is statistically significant (chi-square p=.000).

Likelihood of voting in next provincial election

While a majority of persistent non-voters believe that voting is important, many these non-voters do not plan to vote in the next provincial election.

- Four in 10 persistent non-voters said they are unlikely to vote in the next provincial election. While most reported that they were at least somewhat likely to do so, only 25% said that they are very likely to vote.
- Over 8 in 10 irregular non-voters said that they are likely to vote in the next provincial election, including 58% who said that they are very likely. Only 1 in 10 irregular voters said that they are unlikely to vote in the next election.³⁷

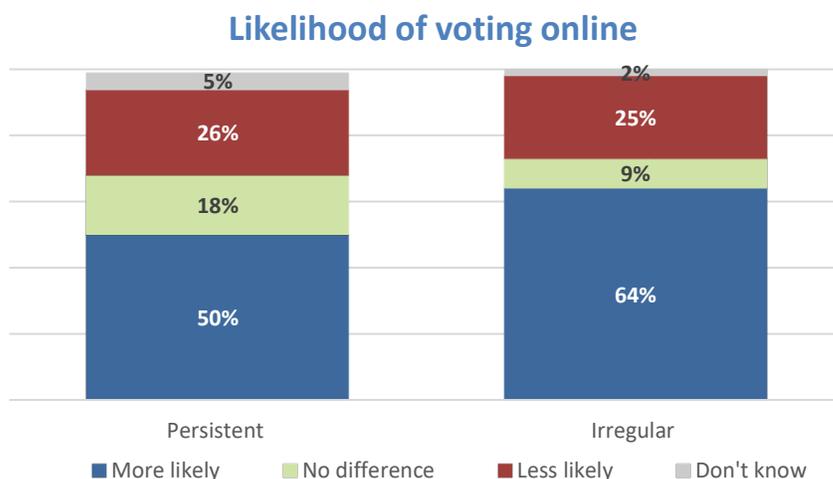


³⁷ Differences in results by persistent and irregular non-voters are statistically significant (chi-square p=.000).

Does an online option encourage voting?

The convenience of online voting was attractive to many non-voters. However, persistent non-voters were split. If Elections Manitoba allowed individuals to vote on its website, about half of persistent non-voters said that they would be more likely to vote, but many said that they would be less likely to vote (26%), or it would make no difference.

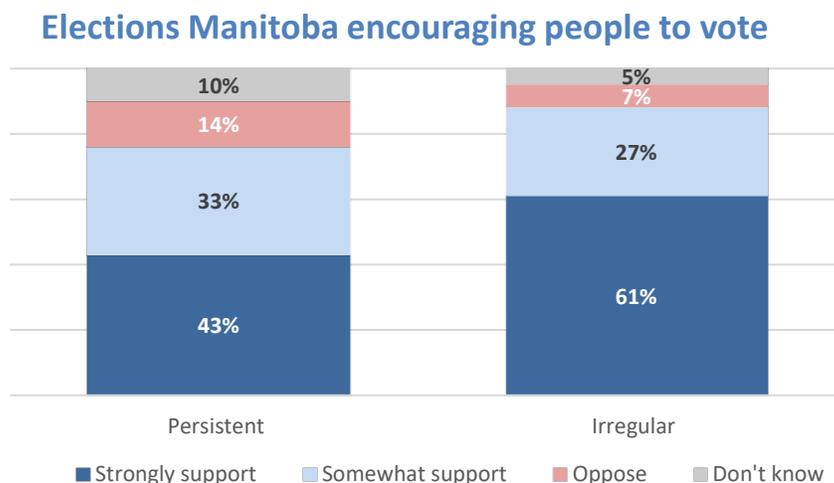
Irregular non-voters were more attracted to voting online, with over 6 in 10 saying that they would be more or much more likely to vote if this method were available. Still, many (25%) irregular non-voters said that they would be less likely to vote if online voting were available.



Support for Elections Manitoba

It appears persistent non-voters are less supportive of Elections Manitoba encouraging Manitobans to vote by telling them why their vote matters, why it is important, and what the consequences are if people do not vote. Still, a majority of persistent non-voters are at least somewhat supportive (76%).

Many non-voters, whether persistent (46%) or irregular (70%), said Elections Manitoba ran the October 3rd election fairly. Few non-voters, whether persistent (8%) or irregular (8%), thought the running of the election was unfair. Most other non-voters, more often persistent (46%) than irregular (22%), simply did not know.



7.0 Conclusion

This research reinforces what we found in previous surveys: most Manitobans think that it is very important for people to vote, but whether they personally vote is less important.

Compared with previous provincial elections, there was a dramatic drop in voter turnout in 2003 (to 54% from 68% in 1999) and the turnout has not increased significantly in the following five elections. In past research, we postulated that the turnout should rebound, depending on the circumstances. However, since the turn of the century, the turnout has always remained in the mid-fifty percent range (from 54% to 57%). As we noted in previous reports, many voters appear to be disengaged from the electoral process; regardless of the circumstance, they will not engage, since many do not follow the campaign, and therefore would not know or care about the election.³⁸ That said, the voter turnout for provincial elections has been stable over the last 20 years. The proportion of regular voters, irregular non-voters, and persistent non-voters has remained much the same over this period.

7.1 Profile of non-voters

As we have found in the past, compared to voters, non-voters are more likely to be younger and come from households where others do not tend to vote. That said, there are non-voters in every age cohort and household type. In addition, the non-voters group is not static; a person may not vote in one election but be a voter in the next. Indeed, many non-voters are irregular voters who have voted in the past, but circumstances particular to the last election made voting less of a priority for them.

About 1 in 7 Manitobans eligible to vote in the 2023 provincial election are what we classify as persistent non-voters (representing about 3 in 10 non-voters). Persistent non-voters are eligible individuals who did not vote in the most recent provincial election, nor the three most recent elections (i.e., the 2019 provincial, 2021 federal, and the 2022 municipal elections). This proportion of non-voters deemed “persistent” has remained similar for the past five elections, ranging from a high of 41% (2008) to a low of 29% (2023). This demonstrates that the term “persistent non-voter” is misleading; although this is the group that is the least likely to vote and see value in voting, membership is not permanent and circumstances can encourage voting. Indeed, the proportion of persistent non-voters in the survey is not a strong predictor of the turnout for any of these elections. Many younger non-voters indicated that they would vote in the future, suggesting that life stage still plays a role in one’s engagement in the electoral process. However, these younger non-voters will be replaced, at least for a period of time, by new young non-voters.

There are several concerns about the composition of the non-voter group in general. As mentioned, a large proportion of the non-voter group is made up of young adults. Other research suggests that it is quite normal for young adults to be disproportionately represented in the non-voter segment. Indeed, voting is often seen as having a life cycle. As people age, they take on greater responsibilities and are affected more directly by government policies; they become more engaged in the political process and are more likely to vote. However, it has also been suggested that lack of engagement in the electoral

³⁸ That said, we note that the 2015 federal election resulted in greater participation and a much higher number of voters reported voting in that election, suggesting that the right circumstances can still motivate traditional non-voters to vote. The turnout in the 2015 federal election was 68% (up from 61% in 2011) and 67% in 2019, and the highest turnout since 1997 (67%). However, the turnout fell in 2021 to 62.5%. <https://www.elections.ca/content.aspx?section=res&dir=rec/eval/pes2021/evt&document=ig&lang=e>

process at an early age can lead to a lifetime of not voting, or at least voting irregularly. Not voting in one election can reinforce the decision not to vote in the next. This research and the turnout of the six most recent provincial elections does not support the notion that the proportion of the eligible population that votes is shrinking; rather, it seems to indicate that there is a committed group of voters that turnout for all elections, while another rotating group of eligible voters will turnout, depending on a variety of factors.

Non-voters tend to come from households of other non-voters, while voters are the opposite. The attitudes and behaviours of others around them appear to have a great influence on whether they take the time to vote. While voters and non-voters are equally as likely to come from households that include other eligible voters, the behaviour of those other eligible voters is very different. Among voters, almost 9 in 10 reported that all household members eligible to do so voted in the 2023 provincial election. Just 1 in 4 non-voters reported the same. Like many activities, we take our cues from others around us and, if there is not a consensus in a household that going out to vote is important, then each member of that household is less likely to vote.

Past behaviour appears to predict future behaviour. Non-voters were much less likely than voters to have voted in any of the past three elections (previous provincial, municipal, or federal). Indeed, while 75% of voters report voting in all three elections, only 29% of non-voters did so. Indeed, 3 in 10 of non-voters voted in none of the previous elections (so had not voted in any of the last four elections at the time of the survey), compared to just 6% of voters. Similarly, when asked about their plans to vote in the next provincial election, 99% of voters said that they would be very likely to vote, compared with just half of non-voters. Both of these behaviours also demonstrate one of the features of non-voters: the group is not static; some voters become non-voters, and some non-voters become voters depending on the election.

7.2 The idea of voting

In general, most Manitobans believe that voting is very important; that is, they accept that the concept of voting is intrinsic to our system of government. It is a system that most believe requires people's participation to work. However, for non-voters it is their own vote (that is, the act of casting their vote) that is less important. As in past research, the challenge is how to engage all eligible Manitobans so that they make voting a priority.

As this research shows, the vast majority of Manitobans are predisposed to vote, but it is not a priority for many. Most believe (regardless of whether they voted in 2023 or not) that it is very important, or even essential, that people vote (97% of voters compared with 71% of non-voters). Most also agree that it is the duty of good citizens to vote (although less than 6 in 10 non-voters agreed strongly compared to almost 9 in 10 voters). And, if asked, most non-voting respondents would likely say that they are good citizens. Although they did not get around to voting, many probably believe that their non-voting was an anomaly. In other words, they consider their intention to vote almost as good as the act of voting. Likely, the outcomes of elections help reinforce their decisions, as the results would not have changed if they had voted.

Interestingly, attitudes towards voting in general and voting as a duty have not changed greatly in the past 20 years. If anything, non-voters appear to be more likely to strongly agree in 2023 than in 2003 that voting is every Manitoban's duty. However, such attitudes do not appear to result in a greater voter turnout, although such attitudes might help prevent the voter turnout from falling further.

7.3 Reasons for not voting

Although most Manitobans continue to think voting is important, it does not necessarily mean that they will vote. As mentioned, although the idea of voting is important in general, it is not necessarily important that they personally vote.

There are many factors in deciding not to vote, and non-voters often have more than one reason for not participating. However, it appears that the reasons for not voting generally fall into two broad categories: people are either distracted or disassociated from the election process.

Most non-voters gave reasons that suggest that they wanted to vote, but other things distracted them from casting a ballot. They reported that they did not vote because they were too busy, ill, or out of town. Many of these reasons are just another way of saying that voting was not a priority compared to other activities (given the multiple opportunities now available to vote). As a group, these non-voters are more likely than other non-voters to participate in future elections and might be considered irregular voters.

Disassociated non-voters can be broken into two subcategories. There are those who are not interested in the process because they feel the issues are too complex to understand, they do not know enough to vote, or they are not interested in the issues. These non-voters may believe it is important to vote, but do not value their own vote for the reasons listed above. These non-voters are more difficult to encourage to vote. Although they have not given up on the system, they simply do not believe that their vote is constructive because they know so little.

The other subcategory of disassociated non-voters includes those who have chosen to disengage from the process because they believe political parties do not represent their views, parties do not address the issues that are important, or more generally, that politicians cannot be trusted. In short, they are disillusioned with the system. They also believe that the outcome does not affect them directly. This group is the most difficult to re-engage in the process, since they are less likely to believe that it is important for anyone to vote. While we have painted these types of non-voters as distinct, as mentioned, non-voters reported many different reasons as important in their decision not to vote.

Interestingly, the number of those who reported that they did not vote because they did not know enough to vote or that they could not relate to the issues has been decreasing. Non-voters seem to be less likely to take responsibility for their decision not to vote. For example, in the survey after the 2003 provincial election, 60% explained their non-voting in terms of not knowing enough about the parties, issues, candidates. This dropped to 42% in 2023. This might reflect the fact that people more generally do not take responsibility for their behaviour; the fault is not their lack of knowledge, but others for not engaging or encouraging them to vote.

This research suggests that non-voters (whether persistent or irregular) would be more likely to vote if it was more convenient. About 6 in 10 non-voters said that they would be more likely to vote in the next provincial election if they could do so online. While such a change is not a guarantee that non-voters would actually vote, it does suggest that making it easier and more convenient to vote might address some barriers associated with distraction (e.g., away, busy, ill, etc.).

7.4 Methodology

Engaging non-voters in this survey continues to be a challenge. This year, Elections Manitoba provided a list of phone numbers for households that included voters and another that included non-voters. We randomly called these lists to find participants. As has been the case of the past five surveys with voters and non-voters, voters are able and willing to participate, while with non-voters, respondents deny a non-voter lives in their household or they refuse to participate. While this means that a very large sample of numbers was provided and more calls were needed, this method is much more efficient than in years past, when we simply called randomly, hoping to find non-voters.

Appendix A – 2023 Questionnaire

Voter and non-voter Survey: 2023

Good evening, this is _____ and I'm calling on behalf of Elections Manitoba from Prairie Research Associates. Tonight we want to get your impression of the process of voting in the province. We are very interested in getting opinions of both people who voted and those who did not in the last provincial election. We are not interested in who you voted for. Would you have about 10 minutes to do a survey with me? All the answers you provided will be treated as confidential and not linked to you in any way. **AS NEEDED:** Election Manitoba is the independent organization charged with running provincial elections. PRA is an independent research firm based in Winnipeg.

S1

S1. Before we begin, I just have a few things to confirm with you. Were you eligible to vote in the last Manitoba provincial election, held October 3, 2023?

(IF UNSURE: To be eligible you would have to be 18 years of age or older, lived in 6 month in Manitoba, and be a Canadian Citizen at the time of the election).

Choices

Yes -- CONTINUE	1	
No -- TERMINATE	0	==> /INT02
Don't Know -- TERMINATE	8	==> /INT02
No Response -- TERMINATE	9	==> /INT02

Q1

SECTION 1: VOTING BEHAVIOUR

Q1. People have many different reasons for deciding whether to vote or not to vote. During the last provincial election in October 2023, just over half of eligible voters turned out to vote. Both voting and not voting was common in the last election. Did you choose to vote or not vote in the October 2023 provincial election?

Choices

Vote	1	
Not vote	0	
Don't Know - TERMINATE	8	==> /INT02
No Response - TERMINATE	9	==> /INT02

Q2

IF Q1 = VOTE

Q2. As mentioned, people have different reasons for choosing to vote. Why did you vote in the October 2023 provincial election?

==> +1NOT Q1=1

Choices

Reasons for voting (SPECIFY)	66	O
Don't Know	88	X
No Response	99	X

Q3

IF Q1 = NOT VOTE

Q3. As mentioned, people have different reasons for not voting. Why didn't you vote in the October 2023 provincial election?

==> Q6ANOT Q1=0

Choices

Reasons for not voting (SPECIFY)	66	O
Don't Know	88	X
No Response	99	X

Q4

Q4

IF Q1 = NOT VOTE

Q4. What, if anything, would have encouraged you to vote in the recent election?

Choices

Incentives (SPECIFY)	66	O
Don't Know	88	X
No Response	99	X

Q6A		Q6A
Q6A. Which of the following ways did you cast your vote? (READ LIST)		
==> /+1NOT Q1=1		
Choices		
At your voting place on election day	01	
During advance voting	02	
Using an absentee ballot (voted by mail)	03	
Through homebound voting	04	
In a health care facility on election day	06	
Other (specify)	66	0
(DO NOT READ) Don't know	88	
(DO NOT READ) No response	99	

Q8X	
SECTION 2: REASONS FOR NOT VOTING Q8-Q16 NON-VOTERS ONLY	
Q8X. I'm going to read a list of reasons people sometimes give for not voting. As I read each, please tell me whether the reason was very important, somewhat important, not very important, or not at all important in your decision not to vote in the October 2023 provincial election.	

Q8		Q8
QUESTIONS Q8-Q16 ROTATED		
Q8. Didn't know where or when to vote. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)		
Choices		
Very important	4	
Somewhat important	3	
Not very important	2	
Not at all important	1	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q9		Q9
Q9. It was too difficult to make a choice among the parties or candidates running in the election. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)		
Choices		
Very important	4	
Somewhat important	3	
Not very important	2	
Not at all important	1	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q10		Q10
NOT IN 2011 SURVEY		
Q10. Not having the proper identification to vote. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)		
Choices		
Very important	4	
Somewhat important	3	
Not very important	2	
Not at all important	1	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q11		Q11
Q11. Out of town. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)		
Choices		
Very important	4	
Somewhat important	3	
Not very important	2	
Not at all important	1	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q12 **Q12**

Q12. Too busy. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)

Choices	
Very important	4
Somewhat important	3
Not very important	2
Not at all important	1
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q13 **CHANGED – 2019 Q13**

Q13. My vote did not matter. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)

Choices	
Very important	4
Somewhat important	3
Not very important	2
Not at all important	1
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q14

Q14 Dropped in 2019

Q15		Q15
Q15. Did not know enough about the parties, policies, or candidates to vote. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)		
Choices		
Very important	4	
Somewhat important	3	
Not very important	2	
Not at all important	1	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q16		Q16
Q16. Could not relate to any of the election issues. (PROMPT: How important was this factor in your decision not to vote in the election - very important, somewhat important, not very important or not at all important factor in the October 2023 provincial election?)		
Choices		
Very important	4	
Somewhat important	3	
Not very important	2	
Not at all important	1	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q17		Q17
ALL RESPONDENTS		
Q17. Thinking back to the October provincial election, which of the following best describes when you decided that you would or would not vote...(READ RESPONSES)		
Choices		
As soon as the election was called	1	
Soon after the election was called	2	
Part way through the election campaign	3	
A few days before election day	4	
On election day	5	
(DO NOT READ) Don't Know	8	
(DO NOT READ) No Response	9	

Q18. Thinking about the last provincial election in Manitoba, held in October 2023, would you say that you followed the election very closely, somewhat closely, not very closely or not at all closely? (PROMPT: By following the election, we mean the election campaign, what the parties were saying, and general information about the voting process.)

Choices	
Very closely	4
Somewhat closely	3
Not very closely	2
Not at all closely	1
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q19**Q19****Q19 Dropped in 2023****Q20****Q20****SECTION 3: ATTITUDES TOWARD VOTING**

Q20. In your view, how critical is it that people vote in elections? Is it essential, very important, somewhat important, not very important, or not at all important?

Choices		
Essential	5	
Very important	4	
Somewhat important	3	
Not very important	2	==> Q22X
Not at all important	1	==> Q22X
(DO NOT READ) Don't Know	8	==> Q22X
(DO NOT READ) No Response	9	==> Q22X

Q21**Q21**

IF Q20 = 3-5

Q21. Why is it important that people vote?

Choices		
Reasons (SPECIFY)	66	O
Don't Know	88	X
No Response	99	X

Q22X

Q22X. Now I'd like to get your opinion on other statements. Please tell me whether you agree or disagree with each, using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree. -----> NEXT SCREEN TO CONTINUE

Q23

Q23

QUESTIONS Q23-Q35 ROTATED

Q23. My vote doesn't really matter in a provincial election.

(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)

Choices

0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q24

Q24. Dropped in 2023

Q25

Q25. Dropped in 2023

Q26

Q26. Dropped in 2023

Q27

Q27. Dropped in 2023

Q29

Q29

Q29. Generally, the outcome of provincial elections has no direct effect on me.

(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)

Choices

0 - Strongly disagree	00
-----------------------	----

1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q31**Q31**

Q31. Schools should do more to educate children on the benefits of voting and political participation.

(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)

Choices	
0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q32**Q32**

**Q32. When people don't vote, it tells us that the system is not working.
(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)**

Choices	
0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q33**Q33**

**Q33. Voting is every Manitoban's duty as a good citizen.
(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)**

Choices	
0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q34**Q34**

Q34. Parents should instill in their children the importance of voting.
(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)

Choices	
0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q35. I am more likely to vote if the election is close.

(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.) (PROMPT: By close we mean the competition between candidates/parties.)

Choices	
0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't Know	88
No Response	99

Q37X

VOTERS ONLY

Q37X. Now thinking of your voting experience please tell me whether you agree or disagree with the following two statements using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.

Q37

Q37

Q37. I felt that I had privacy when casting my vote.
(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)

Choices

0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't know	88
No response	99

Q38

Q38

Q38. I knew what identification I needed before going to vote.
(PROMPT: Please tell me whether you agree or disagree with this statement using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.)

Choices

0 - Strongly disagree	00
1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10 - Strongly agree	10
Don't know	88
No response	99

Q43a

NEW IN 2023 Q43a

Q43a. Now thinking about the electoral process... Election Manitoba is the independent organization charged with running Manitoba's provincial elections. Would you say that Elections Manitoba ran the October 3rd provincial election...?

Choices	
Very fairly	4
Somewhat fairly	3
Somewhat unfairly	2
Very unfairly	1
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q43

Q43

Q43. Do you support or oppose Elections Manitoba encouraging Manitobans to vote by telling them why their vote matters, why it is important, and what the consequences are if people do not vote? Do you strongly or somewhat support/oppose it?

Choices	
Strongly support	4
Somewhat support	3
Somewhat oppose	2
Strongly oppose	1
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q44

Q44. Dropped in 2023

Q45

Q45. Dropped in 2023

Q46

Q46. Dropped in 2023

Q47 (Non-voter)**Q47**

Q47. Thinking ahead four years from now to the next provincial election, would you be much more likely, more likely, no more likely, or less likely to vote if you could do so on-line?

==> /+1NOT Q1=0

Choices

Much more likely	4
More likely	3
No more likely	2
Less likely	1
(DO NOT READ) Would make no difference	0
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q48 (Voter)**Q48**

Q48. Thinking ahead four years from now to the next provincial election, if you could vote online, would you be very likely, somewhat likely, not very likely, or not at all likely to do so?

==> /+1NOT Q1=1

Choices

Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
(DO NOT READ) Would make no difference	0
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Q49**Q49**

Q49. What concerns, if any, would you have about voting online?

Choices

Concerns (specify)	66	O
(DO NOT READ) No concerns	00	X
(DO NOT READ) Don't know	88	X
(DO NOT READ) No response	99	X

Q58		Q58
Q58. Now I'd like you to think back and tell me if you were eligible and did you vote in... ..The recent federal election, that is, in September 2021?		
Choices		
Yes		1
No -- Did not vote		2
No -- Not eligible		3
(DO NOT READ) Don't Know		8
(DO NOT READ) No Response		9

Q57		Q57
SECTION 6: PAST BEHAVIOUR		
Q57. Did you vote in... ..The last civic (municipal) election in 2022? (PROMPT: Most of the municipal elections were held on October, 2022. However, some beach resorts (e.g. Winnipeg Beach, Victoria Beach) held them on July 27, 2018.)		
Choices		
Yes		1
No -- Did not vote		2
No -- Not eligible		3
(DO NOT READ) Don't Know		8
(DO NOT READ) No Response		9

Q59		Q59
Q59. Did you vote in... ..The provincial election in September, 2019?		
Choices		
Yes		1
No -- Did not vote		2
No -- Not eligible		3
(DO NOT READ) Don't Know		8
(DO NOT READ) No Response		9

Q60		Q60
Q60. How likely are you to vote in the next provincial election? Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely?		
Choices		
Very likely		4
Somewhat likely		3
Somewhat unlikely		2
Very unlikely		1
Don't Know		8
No Response		9

Q63		Q63
SECTION 7: BACKGROUND QUESTIONS		

Q63. Finally, I would like to ask you some background questions. These help us analyze the information collected. Do you have access to the Internet from home or work?

Choices		
Yes, from home	1	
Yes, from work	2	
Both home and work	3	
No	0	
Don't Know	8	
No Response	9	

Q64 **Q64**

Q64. How many people, including yourself, live in your household?

Choices		
One person / Just myself	01	==> Q66
Don't Know	88	
No Response	99	

Q65 **Q65**

Q65. Including yourself, how many members of your household are 18 years of age or older?

Choices		
Don't Know	88	
No Response	99	

Q66 **Q5**

Q66. (IF Q65 gt 1) Are there other people in your household who were eligible to vote in the October 2023 provincial election?

Choices		
Yes	1	
No	0	==> Q66
Don't Know	8	==> Q66
No Response	9	==> Q66

Q67

IF Q66 = YES

Q6. As far as you know, (other than yourself) did all those eligible in your household vote in the October 2023 election?

Choices

Yes	1
No	0
Don't Know	8
No Response	9

Q66**Q66. Were you born in Canada or outside Canada?**

Choices

In Canada	1
Outside Canada	2
Don't Know	8
No Response	9

Q67**Q67. How long have you lived in Manitoba? ENTER NUMBER OF YEARS**

Choices

Less than 6 months	000	I
6 to 12 months	001	
All my life	777	
Don't Know	888	
No Response	999	

Q68**Q68. In what year were you born?**

Choices

Don't Know / No Response	8888	==> Q69
--------------------------	------	------------

CHANGED IN 2023**Gendr. Which gender do you most associate yourself with?**

Choices

Female	01
Male	02
Nob-binary	03
Other	06
(DO NOT READ) Don't Know	88
(DO NOT READ) No Response	99

Q69**Q69. What is the highest level of education you completed?**

Choices	
Elementary school (0-8)	01
Some high school (9-12)	02
High school grad	03
Some community / technical college	04
Community / technical college grad	05
Some university	06
University grad	07
(DO NOT READ) Don't Know	88
(DO NOT READ) No Response	99

Q70

Q70. What are the first three characters of your postal code? (ONLY VALID MANITOBA POSTAL CODES ACCEPTED)

A9A

Q72A**CHANGED 2019****Q72A**

Q72A. Do you consider yourself an Indigenous person, that is, ... (READ RESPONSES)

Choices	
First Nation	1
Métis	2
Inuit	3
No - none of the above	0
(DO NOT READ) Don't know	8
(DO NOT READ) No response	9

Q73 ADDED 2019

Q73. Do you consider yourself to be a visible minority?

Choices	
Yes	1
No	0
(DO NOT READ) Don't know	8
(DO NOT READ) No response	9

Q74**Q74. Dropped in 2023****Q75****Q75. I'm going to read some broad income categories. When I read the one that represents your total annual household income, please stop me.****Choices**

Under \$35,000	1
\$35,000 to \$50,000	2
\$50,000 to \$75,000	3
\$75,000 to \$100,000	4
\$100,000 to \$150,000	5
Over \$150,000	6
(DO NOT READ) Don't Know	8
(DO NOT READ) No Response	9

Those are all the questions I have. On behalf of Prairie Research Associates and Elections Manitoba, thank you for your time. I also want to assure you that all your answers will be kept confidential.

Appendix B – Comparison over time

Introduction

The tables below compare the results from the 2023 with early surveys of voters and non-voters, which occurred after that year's provincial election.

Characteristics of voters/non-voters

Demographics

Table B1: Demographic characteristics of voters/non-voters

	Non-voter						Voter					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Age												
18 to 29	24%	8%	16%	13%	20%	33%	13%	11%	7%	4%	6%	10%
30 to 54	39%	35%	43%	55%	57%	52%	28%	20%	31%	39%	41%	47%
55 and over	38%	57%	41%	32%	23%	16%	59%	69%	61%	57%	53%	43%
Gender												
Female	50%	60%	58%	57%	60%	58%	55%	56%	61%	54%	55%	50%
Male	49%	40%	42%	43%	40%	42%	44%	44%	39%	46%	45%	50%
Non-binary	1%	-	-	-	-	-	1%	-	-	-	-	-
Education												
Less than high school	12%	16%	14%	19%	21%	20%	9%	9%	12%	12%	15%	20%
High school grad	26%	21%	21%	27%	30%	31%	19%	17%	17%	24%	20%	21%
Some post-secondary	16%	17%	18%	12%	10%	13%	15%	17%	16%	16%	13%	14%
College/university grad	46%	46%	45%	41%	39%	35%	56%	57%	54%	49%	52%	44%
Live in Manitoba												
All their life	63%	66%	61%	61%	62%	67%	67%	68%	61%	60%	61%	64%
Most of their life	9%	14%	9%	11%	12%	8%	10%	11%	10%	16%	11%	14%
Some of their life	30%	21%	27%	28%	27%	25%	23%	22%	26%	24%	27%	22%
Place of birth												
In Canada	88%	89%	86%	89%	87%	92%	88%	91%	87%	90%	89%	92%
Outside Canada	12%	11%	14%	11%	13%	8%	12%	9%	13%	10%	11%	8%

Table B2: Household characteristics of voters/non-voters

	Non-voter						Voter					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Household income												
Under \$35,000	31%	27%	14%	21%	32%	39%	10%	16%	13%	19%	22%	32%
\$35,000 to \$50,000	21%	17%	18%	20%	21%	23%	12%	16%	17%	14%	21%	19%
\$50,000 to \$75,000	17%	20%	16%	22%	21%	23%	20%	22%	17%	28%	24%	24%
Over \$75,000	31%	36%	32%	37%	27%	16%	58%	47%	32%	40%	33%	25%
Household size												
One member	20%	31%	23%	23%	27%	24%	14%	24%	25%	25%	22%	23%
Two members	32%	52%	49%	57%	54%	57%	51%	54%	55%	55%	63%	59%
Three or member	48%	18%	27%	20%	19%	18%	35%	22%	20%	20%	15%	18%
Children under 18 in household												
Yes	30%	24%	32%	37%	40%	44%	21%	18%	21%	25%	29%	30%
No	70%	76%	69%	63%	60%	56%	79%	82%	79%	75%	71%	70%

Note: Percentages exclude those who did not know or refused.

Voting behaviour in past elections

Table B3: Past voting behaviour

	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=378)	2003 (n=342)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=394)	2003 (n=382)
Voted in...*												
The last federal election	64%	43%	61%	47%	50%	48%	95%	97%	97%	97%	96%	96%
The previous provincial election	51%	51%	47%	45%	43%	44%	92%	92%	91%	91%	91%	94%
The last municipal election	38%	41%	45%	38%	32%	41%	85%	85%	90%	91%	88%	95%
Number of past three elections voted in**												
None	28%	37%	29%	38%	40%	38%	6%	1%	1%	2%	1%	2%
One	19%	17%	20%	19%	19%	21%	5%	6%	5%	3%	4%	3%
Two	24%	23%	21%	20%	21%	19%	15%	17%	12%	10%	16%	13%
All three	29%	23%	31%	24%	21%	23%	75%	76%	83%	85%	79%	82%

*Excludes those not eligible ** Includes those not eligible

The questions are:

Now I'd like you to think back and tell me if you were eligible and did you vote in the...

Last civic (municipal) election, that is, in 2022? (2018, 2016, 2010, 2006, 2002)

The last federal election, that is, in September 2021? (2019, 2015, 2011, 2006, 2000)

The Manitoba provincial election in September 2019? (2016, 2011, 2007, 2003, 1999)

Voting in future elections

Table B4: Likelihood of voting in the next provincial elections

	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Very likely	49%	38%	45%	40%	33%	37%	99%	94%	97%	95%	95%	94%
Somewhat likely	27%	32%	28%	29%	31%	36%	1%	5%	2%	4%	4%	5%
Not likely	18%	25%	21%	26%	30%	22%	<1%	1%	1%	1%	1%	1%
Don't know/no response	6%	6%	7%	5%	6%	6%	<1%	<1%	<1%	<1%	2%	-

Note: Columns may not sum to 100% due to rounding

The question read: *How likely are you to vote in the next provincial general election? Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely?*

Other household members' voting behaviour

Table B5: Other people in household

	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Eligible to vote	53%	57%	68%	74%	70%	72%	59%	67%	59%	74%	78%	75%
	(n=213)	(n=191)	(n=210)	(n=296)	(n=280)	(n=288)	(n=273)	(n=312)	(n=178)	(n=299)	(n=310)	(n=310)
All eligible members voted	26%	36%	32%	29%	22%	26%	89%	87%	88%	90%	91%	90%

The question read:

Are there other people in your household who were eligible to vote in the October 2023 (September 2019/April 2016, October 2011, May 2007, June 2003) provincial election?

As far as you know, did all those eligible in your household vote in the October 2023 (September 2019/April 2016, October 2011, May 2007, June 2003) election?

Reasons for voting/not voting

Reasons for voting

Table B6: Reasons for voting in last provincial election

Reason	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Importance of the act of voting						
Duty/you have to vote/responsibility	22%	30%	26%	29%	24%	23%
Exercise right/privilege/because I can	23%	25%	24%	23%	20%	24%
Voting is important/I wanted to vote/people should vote	18%	14%	9%	10%	7%	7%
Outcome of the process						
To support/oppose a candidate/party	16%	12%	13%	11%	11%	19%
To have a voice/a say in how things are done	18%	12%	11%	11%	11%	14%
Only way to change things/only way to make a difference	12%	8%	7%	7%	7%	9%
No right to complain if we don't vote	11%	6%	10%	10%	10%	14%
Picking government/government decisions affect everyone	3%	4%	9%	9%	9%	1%
To let the majority's voice be heard/to find out what Manitobans want	3%	4%	1%	1%	1%	1%
Other reasons						
Always vote	14%	9%	13%	14%	15%	11%
System doesn't work if people don't vote	1%	1%	1%	-	-	1%
Interested in politics/process	2%	-	2%	-	-	-
Other reasons	5%	3%	2%	4%	1%	2%
Don't know/no particular reason	2%	3%	1%	1%	1%	2%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

The question read: *As mentioned, people have different reasons for choosing to vote. Why did you vote in the September 2019 provincial election?*

Explanations for not voting

Table B7: Reasons for NOT voting in last provincial election

Reasons	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)
Distractions						
Didn't have time/busy/bad time of year/had to work	18%	12%	18%	14%	17%	24%
Not at home/away from home/out of town	13%	13%	15%	9%	9%	8%
Ill/sick	11%	8%	6%	6%	5%	3%
Forgot	5%	3%	2%	4%	5%	7%
Other distractions (e.g., family/poor weather)	2%	1%	1%	1%	-	-
Disassociated						
Lack of trust in candidates/didn't like any of the choices/disillusioned	15%	25%	20%	22%	14%	13%
Not interested/couldn't be bothered/indifferent	7%	3%	3%	8%	9%	12%
Not well informed/no info on parties	7%	7%	10%	11%	7%	10%
Didn't know who to vote for	4%	4%	5%	6%	6%	5%
My vote doesn't matter/doesn't make a difference	4%	4%	2%	2%	1%	-
Outcome of election already determined	3%	6%	4%	5%	4%	5%
Doesn't matter who wins/no difference among parties	2%	2%	1%	4%	8%	8%
Dissatisfaction with government/lack of leadership	2%	1%	3%	2%	1%	1%
Issues are irrelevant/not a major concern	<1%	1%	2%	1%	1%	<1%
Too lazy to bother	-	2%	1%	1%	1%	1%
Displaced						
Wasn't on voters list/not enumerated/can't vote/didn't have ID	8%	4%	4%	4%	2%	1%
Voting location too far away/far from work/no ride	2%	2%	2%	3%	4%	5%
Inconvenient due to age/disability	2%	2%	1%	1%	-	-
Didn't know where or when to vote	2%	1%	3%	2%	2%	2%
Voting location closed too early/wasn't time to vote	1%	3%	1%	1%	1%	3%
Other						
Religious objections	1%	5%	3%	2%	3%	3%
Have never voted/don't believe in voting	1%	1%	2%	3%	-	-
Other	1%	3%	2%	7%	4%	2%
Don't know/no particular reason	4%	4%	5%	2%	4%	4%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

The question read: *As mentioned, people have different reasons for not voting. Why didn't you vote in the September 2019 provincial election?*

Importance of factors in decision not to vote

Table B8: Very important reasons for not voting:

	Very important					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)
Too busy	26%	21%	24%	21%	26%	28%
Did not know enough about the parties, policies, or candidates to vote	25%	23%	24%	29%	32%	30%
Out of town	21%	19%	20%	15%	15%	15%
My vote didn't matter ³⁹	20%	24%	19%	20%	21%	16%
It was too difficult to make a choice among the parties or candidates running in the election	19%	24%	-	-	-	-
Did not know where/when to vote	15%	10%	16%	13%	15%	12%
Couldn't relate to any of the election issues	14%	16%	16%	17%	22%	15%
Not having proper identification to vote	10%	5%	9%	-	-	-

The questions read: *I'm going to read a list of reasons people sometimes give for not voting. As I read each, please tell me whether the reason was very important, somewhat important, not very important, or not at all important in your decision not to vote in the September 2019 (April 2016, October 2011, May 2007, June 2003) provincial election.*

³⁹ This question replaced two others in 2019: *My vote didn't matter since it was clear which party was going to win the provincial election* and *My vote didn't matter in my electoral division since it was clear who would win*. The comparison with the former.

Timing of decision to vote/not vote

Table B9: Timing of decision to vote/not vote

	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
On election day	28%	28%	30%	27%	33%	35%	4%	3%	6%	2%	5%	5%
During the election campaign	43%	42%	43%	41%	36%	37%	19%	17%	20%	18%	24%	20%
As soon as the election was called	22%	25%	20%	26%	23%	23%	76%	79%	74%	79%	70%	75%
Don't remember	7%	5%	8%	6%	9%	5%	1%	1%	1%	<1%	2%	-

Note: Columns may not sum to 100% due to rounding.

The question read: *Thinking back to the September provincial election, which of the following best describes when you decided that you would or would not vote?*

Following the election

Table B10: Followed the election

	Non-Voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Followed the election												
Very closely	14%	16%	14%	15%	11%	6%	35%	30%	33%	27%	25%	22%
Somewhat closely	39%	39%	45%	37%	33%	37%	55%	53%	56%	60%	60%	65%
Not very closely	22%	21%	21%	23%	24%	30%	9%	13%	8%	10%	12%	10%
Not at all closely	24%	23%	20%	25%	33%	27%	<1%	4%	3%	3%	3%	3%

Note: Non-responses are included in the calculations but not shown. Columns may not sum to 100% due to rounding.

The question read: *Thinking about the last provincial election in Manitoba, held in September 2019 (April 2016, October 2011, May 2007, June 2003) would you say that you followed the election very closely, somewhat closely, not very closely or not at all closely?*

Motivators to vote or not vote

Importance of voting

Table B11: Importance of people voting in election

	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Essential/very important	71%	66%	68%	64%	60%	65%	97%	94%	92%	95%	93%	92%
Somewhat important	16%	21%	23%	25%	26%	25%	3%	5%	6%	4%	5%	7%
Not important	10%	10%	8%	9%	12%	8%	<1%	<1%	1%	1%	1%	1%

Note: Non-responses are included in the calculations but not shown. Columns do not sum to 100%.

The question read: *In your view, how critical is it that people vote in elections? Is it essential, very important, somewhat important, not very important, or not at all important*

Reasons voting is important

Table B12: Reason why it is important to vote:

Reasons	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=361)	2011 (n=358)	2007 (n=344)	2003 (n=363)	2023 (n=399)	2019 (n=462)	2016 (n=394)	2011 (n=398)	2007 (n=391)	2003 (n=405)
Affect outcome												
To have a voice/a say in how things are done	32%	27%	19%	17%	22%	27%	31%	25%	20%	20%	21%	24%
Choosing a government/government decisions affect everyone	25%	13%	14%	12%	11%	6%	18%	14%	9%	11%	7%	4%
To let the majority's voice be heard	16%	20%	20%	18%	12%	10%	21%	22%	15%	15%	14%	13%
To support/oppose a candidate/party	14%	15%	12%	8%	14%	9%	9%	9%	5%	4%	7%	10%
Only way to change things/only way to make a difference	14%	10%	11%	12%	10%	10%	14%	9%	11%	14%	10%	12%
No right to complain if we don't vote	11%	10%	8%	10%	7%	9%	14%	15%	16%	17%	18%	21%
Importance of the act of voting												
Exercise right/privilege/to protect democracy	14%	16%	18%	17%	12%	15%	23%	22%	22%	27%	23%	22%
Voting is important/people should vote	12%	9%	7%	3%	3%	2%	9%	5%	7%	4%	2%	1%
System doesn't work if people don't vote	6%	6%	7%	7%	4%	9%	9%	9%	6%	7%	5%	9%
Duty or responsibility to vote	5%	3%	4%	2%	2%	4%	9%	10%	9%	7%	6%	7%
Other reasons												
Don't know/no particular reason	6%	2%	6%	5%	5%	6%	4%	3%	2%	3%	1%	1%

Note: Respondents could provide more than one answer. Therefore, columns may not sum to 100%.

The question read: *Why is it important that people vote?*

Attitudes toward voting

Table B13: Attitudes toward voting process

Statement	Strongly agree (8 to 10)											
	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Attitudes toward voting process												
Voting is every Manitoban's duty as a good citizen.	56%	49%	55%	51%	50%	46%	86%	88%	86%	84%	86%	82%
When people don't vote, it tells us that the system is not working.	39%	45%	39%	46%	53%	51%	28%	32%	37%	37%	40%	36%
Attitudes toward voting												
I'm more likely to vote if the election is close.	38%	33%	32%	31%	32%	27%	31%	27%	29%	27%	22%	27%
My vote doesn't really matter in a provincial election.	21%	22%	17%	21%	21%	14%	6%	9%	8%	13%	8%	8%
Generally, the outcome of provincial elections has no direct effect on me.	14%	22%	16%	23%	23%	21%	8%	10%	9%	10%	10%	9%
Attitudes toward encouraging voting												
Parents should instill in their children the importance of voting.	65%	60%	58%	57%	51%	50%	89%	90%	89%	88%	87%	85%
Schools should do more to educate children on the benefits of voting and political participation.	57%	54%	53%	54%	52%	52%	85%	67%	59%	67%	66%	66%

The question read: Now I'd like to get your opinion on other statements. Please tell me whether you agree or disagree with each, using a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree.

Voters only	Strongly agree (8 to 10)				
	2023 (N=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2003 (n=410)
I felt that I had privacy when casting my vote.	97%	97%	96%	-	-
I know what identification I needed before going to vote	95%	96%	95%	-	-

Role of Elections Manitoba

Table B14: Encouraging Manitobans to vote

	Non-voters						Voters					
	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=402)	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2007 (n=400)	2003 (n=410)
Strongly support	56%	50%	49%	45%	39%	38%	82%	84%	74%	68%	68%	53%
Somewhat support	29%	33%	36%	36%	37%	43%	15%	12%	23%	25%	26%	37%
Somewhat oppose	6%	5%	6%	8%	10%	10%	1%	1%	1%	3%	2%	4%
Strongly oppose	4%	6%	5%	5%	10%	7%	<1%	1%	1%	2%	2%	4%
Don't know	7%	6%	5%	6%	4%	4%	3%	2%	1%	2%	3%	2%

Note: Columns may not sum to 100% due to rounding.

The question read: *Elections Manitoba is an independent, non-political agency responsible for running provincial elections. Would you support or oppose Elections Manitoba specifically encouraging Manitobans to vote by telling them why their vote matters, why it is important, and what the consequences are if people do not vote?*

Encourage respondents to vote

Table B15: Encourage non-voters to vote.

	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2007 (n=400)	2003 (n=410)
Disassociated						
Having greater trust/confidence in candidates	12%	19%	23%	21%	18%	18%
Nothing would encourage them to vote	8%	10%	7%	11%	16%	19%
Stronger/better parties, platforms, or leaders	4%	7%	-	-	-	-
If there were important issues/addressing issues of interest	3%	6%	6%	8%	7%	7%
If outcome wasn't already determined	3%	4%	3%	4%	4%	3%
Feeling more valued/civic minded	1%	2%	2%	4%	-	-
Electoral system was different	1%	2%	-	-	-	-
Distracted						
Usually do vote/If had been well enough to vote	6%	8%	7%	5%	4%	-
More informed about candidates/issues	6%	4%	6%	8%	8%	9%
Displaced						
Election on a more convenient day/on a different day	8%	6%	10%	7%	7%	7%
Voting locations more easily accessible	5%	7%	4%	5%	4%	6%
Misunderstood voting procedure/requirements	5%	-	-	-	-	-
Alternate ways to vote (Internet, phone, mail)	4%	3%	3%	2%	<1%	2%
Advanced voting easier to access	1%	3%	2%	2%	<1%	1%
Voting locations open earlier/later/longer	1%	3%	1%	<1%	2%	3%
More informed about when/where election was	-	2%	7%	3%	4%	5%
Other						
Other	8%	5%	4%	4%	5%	6%
Don't know	33%	22%	26%	22%	24%	20%

Note: Respondents could provide more than one answer. Therefore, column may not sum to 100%.
The question read: *What, if anything, would have encouraged you to vote in the recent election?*

Online voting

Table B16: Online voting

Non-voters	2023 (n=400)	2019 (n=336)	2016 (n=400)	2011 (n=400)	2003 (n=402)
Much more likely	32%	26%	30%	32%	21%
More likely	29%	29%	29%	26%	35%
No more likely	12%	27%	27%	24%	22%
Less likely	25%	16%	12%	17%	20%
Don't know	3%	3%	2%	2%	2%
Voters	2023 (n=401)	2019 (n=464)	2016 (n=400)	2011 (n=403)	2003 (n=410)
Very likely	35%	32%	38%	40%	29%
Somewhat likely	22%	20%	21%	15%	20%
Not very likely/not at all likely	41%	41%	36%	35%	48%
Don't know/no difference	3%	7%	5%	10%	3%

Note: Columns may not sum to 100% due to rounding.

The questions read:

(IF DID NOT VOTE IN 2023) Thinking ahead four years from now to the next provincial election, would you be much more likely, more likely, no more likely, or less likely to vote if you could do so online?

(IF VOTED IN 2023) Thinking ahead four years from now to the next provincial election, if you could vote online, would you be very likely, somewhat likely, not very likely, or not at all likely to do so?